

Proposal regarding the appropriation of the net profit

The Managing and Supervisory Boards propose a resolution to appropriate the net profit of HUGO BOSS AG for the 2016 financial year in the amount of 183,040,000.00 Euro as follows:

Payment of a dividend of 2.60 Euro per ordinary registered share with dividend rights (69,016,167 ordinary registered shares) for the 2016 financial year

= 179,442,034.20 Euro

In accordance with Sect. 58 (4) sentence 2 of the German Stock Corporation Act ("AktG") as amended with effect as of 1 January 2017, the dividend entitlement falls due for payment on the third business day following the date of the resolution of the Annual Shareholders' Meeting, i.e. on 29 May 2017.

The German Stock Corporation Act provides that own ordinary registered shares held by HUGO BOSS AG at the time of the resolution of the Annual Shareholders' Meeting are not entitled to dividend. The amount attributable to ordinary registered shares not entitled to dividend (currently 1,383,833 ordinary registered shares), namely 3,597,965.80 Euro, will be carried forward to new account.

If the number of own shares held by HUGO BOSS AG were to rise or fall by the time of the Annual Shareholders' Meeting, the proposal on the appropriation of the net profit to be put to the Annual Shareholders' Meeting would be adjusted accordingly. There would be no change to the distribution of 2.60 Euro per ordinary registered share with dividend rights.