

Registered shares

GENERAL

1. What are registered shares? How do they differ from bearer shares?

A registered share is registered in the name of the shareholder. A Company with registered shares maintains a register of shares where the name, date of birth and address of the shareholder as well as the number of shares held must be recorded. In relation to the Company, only those parties that are recorded as shareholders in the register of shares are considered shareholders (Section 67 (1) and (2) of the German Stock Corporation Act (AktG)).

2. What advantages does a transition to registered shares have for the shareholders and the Company?

With the register of shares, the Company has a better knowledge of its shareholders and thus of the shareholder structure. It is able to address the shareholders recorded in the register of shares directly and to carry out its Investor Relations work in a targeted and efficient way. The shareholders can be kept informed by the Company in a faster and more targeted way and, if they wish so, can also be invited to the Annual Shareholders' Meeting by e-mail. This also allows for cost benefits as compared to the previous process via the custodian banks.

3. In what ratio were the bearer shares of HUGO BOSS AG converted into registered shares?

All bearer shares were converted into registered shares in a ratio of 1:1.

4. Who decided on the conversion?

The Annual Shareholders' Meeting on May 3, 2012 agreed to the proposal with a large majority.

5. When did the conversion take place?

The transition from bearer shares to registered shares and the conversion of preferred shares into ordinary shares took place on June 15th, 2012 after the close of stock market trading.

HUGO BOSS

EFFECTS AFTER INTRODUCTION

1. What will change for the shareholders as a result of the transition to registered shares?

After the introduction of registered shares, shareholders who are recorded in the register of shares will receive Company information, for example the invitation to the Annual Shareholders' Meeting, directly from the Company rather than via the custodian bank as before.

2. Can shareholders refuse to be entered in the register of shares?

Holders of registered shares are essentially obliged to provide the Company with the data required for entry in the register of shares. If a shareholder objects to being entered in the register of shares, the custodian bank is required to enter itself in the register of shares instead of the shareholder. The custodian bank is then considered to be the shareholder vis-à-vis the Company. The shareholder who has objected to the entry in the register of shares will not receive any direct information from the Company; in particular, the invitation to the Annual Shareholders' Meeting will not be sent to him directly by the Company and he will not be able to exercise his shareholder rights himself directly.

3. Will a shareholder who has refused to be entered in the register of shares still receive a dividend?

Yes, his entitlement to dividends does not change at all.

4. Can a shareholder who is not recorded in the register of shares participate in the Annual Shareholders' Meeting?

In relation to the Company, only the party that is recorded in the register of shares is considered a shareholder. This means that a shareholder who is not recorded cannot register for the Annual Shareholders' Meeting himself. In this case, corresponding authorization must be granted by the party recorded in the register of shares instead of the shareholder to allow for participation.

5. Are there differences between bearer shares and registered shares in terms of custody?

There are no differences between bearer shares and registered shares in terms of custody. However, in the case of registered shares the shareholder receives the invitation to the Annual Shareholders' Meeting directly from the Company.

6. Is the shareholder required to inform HUGO BOSS AG of any changes in his name or address?

If there are any changes in the facts recorded in the register of shares, including in particular changes in the name or address, the Company must be informed. This is generally done by the custodian bank, but it is also possible for the shareholder to notify the Company directly. However, it is advisable always to inform the custodian bank as well.

7. Does the transition to registered shares have any tax effects?

Tax law does not differentiate between bearer shares and registered shares. The transition therefore does not entail any tax consequences.

8. Will power of attorney conferred for custody accounts remain valid?

General, limited power of attorney for custody accounts (continuing power of attorney) for shares of multiple companies will remain valid after the transition to registered shares.

DATA PROTECTION

1. What shareholder data are included in the register of shares?

The name, date of birth and address of the shareholder are recorded, as well as the number of shares he holds.

2. For what purposes is HUGO BOSS AG permitted to the use the information from the register of shares?

All information from the register of shares is subject to the data protection laws applicable in Germany. The Company may use the data from the register for its tasks relating to the shareholders. Data are not passed on to third parties. The Company may use the data for advertising purposes only if the shareholder does not object to this. The shareholders must be informed in an appropriate manner of their right to object.

3. Who can view the register of shares and where?

Each shareholder can demand information on the data recorded about himself in the register from the Company. The shareholder can view his own data at the Company's premises and can change address data if necessary.

4. How does HUGO BOSS AG monitor compliance with the provisions of data protection law?

In accordance with the German Federal Data Protection Act (Bundesdatenschutzgesetz), data protection is monitored by the Company's data protection officer and by the responsible supervisory authority.

5. Are the data stored in the register of shares passed on?

The data are not passed on. They are intended for the Company's purposes only.

6. When are the data stored in the register of shares deleted?

Personal data are deleted as soon as the shareholder has sold all of his HUGO BOSS shares, provided there is no legal obligation to retain the data.