

HUGO BOSS

Press Release

Daniel Grieder named CEO of HUGO BOSS AG

Metzingen, June 16, 2020. The Supervisory Board of HUGO BOSS AG today appointed Daniel Grieder as future CEO of HUGO BOSS AG for a period of five years starting on June 1, 2021. He will be succeeding Mark Langer, who is leaving the Group on September 30, 2020. In the interim period, from October 1, 2020 to May 31, 2021, CFO Yves Müller will serve as the Managing Board's spokesman.

Hermann Waldemer, Chairman of the Supervisory Board of HUGO BOSS AG commented as follows: “Daniel Grieder was our top choice for the position of CEO at HUGO BOSS. His international expertise, charismatic personality and extensive global experience in brand management, product, distribution, marketing, and digitalization make him the ideal candidate. He possesses all the qualities required to steer HUGO BOSS back to sales and profit growth, and to increase the desirability of our brands for end-consumers.”

“HUGO BOSS is a fantastic organization,” says Daniel Grieder. “I'm arriving at an exciting time and eagerly looking forward to making my contribution to the further evolution of this German fashion icon. The Company has very considerable potential. Together with my fellow members on the Managing Board and the experienced, highly qualified workforce, I will be doing everything within my power to tap this potential and lead HUGO BOSS into a successful future.”

Daniel Grieder (58) has been at home in the fashion industry for over 30 years, most of which he spent in various positions within the TOMMY HILFIGER brand. Since 2014 he has been CEO of Tommy Hilfiger Global & PVH Europe, where he made a significant contribution to the company's positive sales and earnings development. While maintaining a strong focus on product, Daniel Grieder has driven digitalization

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and other innovative projects; he also put a number of key sustainability initiatives into practice at Tommy Hilfiger.

Should you have any questions, please contact:

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