

HUGO BOSS

Press Information

Oliver Timm has joined HUGO BOSS Managing Board as CSO

Metzingen, January 27, 2021. Effective January 1, Oliver Timm (49) has joined the Managing Board of HUGO BOSS AG as Chief Sales Officer (CSO). In his role, he is responsible for delivering a premium shopping experience for HUGO BOSS customers across all consumer touchpoints – from retail and wholesale to e-commerce. The official announcement of Oliver Timm's appointment to this position took place in July 2020, outlining his longstanding expertise in the fashion industry and proven track record in driving digitalization across the marketplace.

Among his top priorities will be the implementation of a best-in-class omnichannel environment for HUGO BOSS, designed to offer a seamless, perfectly meshed brand experience to customers worldwide. In this context, the digitalization of the company's distribution activities will be a key factor in its success. This includes the further expansion of the Group's own e-commerce activities with a particular focus on developing the online store hugoboss.com into a true digital flagship store and applying a full mobile-first approach.

"I am absolutely thrilled to be a part of HUGO BOSS and tap the full potential of our brands in the years to come", states Oliver Timm, adding that, "From now on, we will put the customer at the center of everything we do and think more than ever before about creating the best brand experiences. In doing so, we will inspire even more people with BOSS and HUGO and drive long-term, sustainable growth for our company."

In addition to serving existing loyal customers, the brands will renew their focus on younger consumers, such as Gen-Z or the Millennials, and HUGO BOSS will put a strong emphasis on further driving casualization across various product categories. This will also be reflected at the company's numerous points of sale across the globe,

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with adjusted product offerings and modern store concepts. With regards to its own retail stores, emotionalizing the brands and offering personalized customer experiences will be a top priority going forward. Data-driven decision-making will be crucial in this context, enabling a clear customer-centric approach. A first-class, personalized loyalty program, with data globally available and applicable across all touchpoints, will provide the basis for this.

To enable a holistic and consistent execution across all relevant areas, Oliver Timm is responsible for the Group's global own retail, wholesale and e-commerce activities.

About Oliver Timm

During his very successful career, starting in 1998, Oliver Timm has held various management positions at PVH, including Managing Director for the German market from 2005 to 2014. In 2016, he assumed the position of Chief Commercial Officer at PVH Europe, playing an instrumental role in driving commercial strategies in the EMEA region across all distribution channels. Over the past 20 years, Oliver Timm has worked side-by-side with Daniel Grieder, who will join HUGO BOSS as Chief Executive Officer on June 1, 2021.

High-resolution images can be downloaded from the following link:

<https://mediacenter.hugoboss.com/portals/downloadcollection/E9D2161E69E46CEE8EF65B8D55A577B1>

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