

# HUGO BOSS

## ETHICAL MARKETING COMMITMENT

At HUGO BOSS we take ethical values and principles as a fundamental basis and philosophy for our business conduct. Acting with integrity and the highest sense of responsibility is deeply rooted within our company culture. It is based on compliance with laws and regulations, respect for social norms and the commitment of all employees to always uphold these values. This also includes every marketing, advertising and sponsoring initiative across all channels.

### **HUGO BOSS IS PROVIDING ACCURATE & BALANCED INFORMATION ABOUT PRODUCTS & SERVICES – WE ENSURE CLEAR, TRANSPARENT & ACCURATE INFORMATION**

It is very important for HUGO BOSS to provide consistent, responsible and transparent information to all stakeholders across all touchpoints, especially when it comes to our products. When communicating product information, HUGO BOSS complies with applicable national and international regulations and actively collaborates with suppliers and partners to obtain and verify information concerning materials and processes used during the various production phases in order to provide clear, transparent and accurate information towards its consumers.

### **HUGO BOSS PROVIDES TRUTHFUL INFORMATION ON THE SOCIAL AND ENVIRONMENTAL IMPACT OF ITS WORK – WE ARE STRICTLY REFUSING ANY FORM OF EXAGGERATING MARKETING MESSAGING & COMMUNICATION**

It is fundamentally grounded in our belief in honesty and trust that we refrain from misleading customers or any other stakeholder in any sense. HUGO BOSS ensures that all of its marketing and communication activities to be foremost truthful, not deceptive and verifiable. We uncompromisingly believe in truthful messaging and transparent information never exaggerating the characteristics and impacts of our products or services.

All our products are subject to high health and environmental standards as well as strict selection criteria across a number of factors, including animal welfare, species conservation, climate protection, and chemical management. Thus, we are using product labels to provide transparent and accurate information.

## **HUGO BOSS GUARANTEES PROTECTION OF VULNERABLE MARKET SEGMENTS – WE STAND FOR DIVERSITY, INCLUSION, NON-DISCRIMINATION & EQUITY**


HUGO BOSS is compliant with all relevant regulations regarding safeguarding of vulnerable market segments in each of the countries in which we operate. To ensure human rights and social standards, the company does not tolerate any sort of discrimination, harassment, intimidation, bullying or humiliating behaviour, whether psychological, sexual, or constituting an abuse of power.

In this context, HUGO BOSS is thoroughly analysing and identifying market segments and ensuring to never negatively affect any vulnerable market segments with its marketing and advertising practices.

## **HUGO BOSS REFRAINS FROM DISINFORMING CUSTOMERS ABOUT COMPETITOR'S WORK & PRODUCTS – WE UNCOMPROMISINGLY BELIEVE IN FAIR & FREE COMPETITION**

In the interests of the consumers, HUGO BOSS believes in free, open and fair competition in order to offer high-quality products and services at the best prices. Therefore, we reject all anti-competitive actions to the detriment of our customers and partners. HUGO BOSS expects all employees to conduct themselves in a legally impeccable manner in their day-to-day business activities. This is clearly embedded in our HUGO BOSS Code of Conduct as well as strict internal compliance policies.

HUGO BOSS will of course continue to support the observance of ethical marketing and advertising practices and live up to its own responsibility in the future.



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CEO



Yves Müller  
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Oliver Timm  
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