

## Stakeholder Engagement Commitment

---

As a global company in the apparel industry, HUGO BOSS finds itself in a wide range of different interests and takes not only business perspectives into account but also social and ecological circumstances. As a result the Company is engaged with various stakeholders.

HUGO BOSS believes that meeting the expectations of its various stakeholders, exchanging views and entering into joint discussions are essential to the sustainable success of the Company and the creation of shareholder value. HUGO BOSS is therefore committed to a continuous, open, responsive and strategic dialogue and engagement with all its stakeholders. The establishment of long-term relationships as well as the creation of joint value added for its stakeholders and the Company is the purpose of stakeholder engagement at HUGO BOSS.

In order to successfully engage with all stakeholder groups, the Company differentiates between the needs of different stakeholders. The stakeholder engagement activities are based on the guidelines of the AA1000 Stakeholder Engagement Standard (SES) 2015. According to the principles of "Inclusivity", "Materiality" and "Responsiveness", stakeholder engagement at HUGO BOSS is designed to understand the stakeholders' expectations about governance, policies and strategies. It also comprises the transparent reporting on company performance as well as the development of appropriate and impactful responses. As part of this process, HUGO BOSS identifies, clusters and prioritizes its stakeholders. Priorities are assigned according to the criteria of Expertise, Cooperation and Influence. The combination of the three factors represents the stakeholders' strategic relevance, which is taken as guidance for future engagement activities. The HUGO BOSS stakeholder map is available on the Company's website at <http://www.group.hugoboss.com>.

# HUGO BOSS

Furthermore the Company has set up different ways of stakeholder engagement: Information, Consultation, Dialogue and Partnership. In order to reach each stakeholder in an appropriate way, HUGO BOSS defines the most suitable communication tools for each stakeholder group in line with the Company's communication standards and capacities:

<b>Stakeholder Group</b>	<b>Method of Engagement</b>
Customers	Customer service (hotline, email), customer surveys (e.g. on satisfaction or sustainability issues), website, social networks, customer new sletters and mailings, customer events, direct contact at point of sale
(Potential) Employees	Website, intranet, sustainability report, press releases, social networks, employee new sletter and information emails, sustainability days, stakeholder days, dialogue events, surveys (e.g. on employee satisfaction)
Shareholders and Financial Community	Annual and quarterly report, sustainability report, website, press releases, conference calls, annual general meeting, analysts' conference, investor days, personal meetings and visits to the company, roadshows and conferences, stakeholder days, surveys (e.g. on sustainability issues)
Local Communities	Press releases, website, annual report, sustainability report, information / dialogue events, stakeholder days, round tables, personal meetings, collaborations
Media	Website, press releases, press conferences, individual enquiries and background talks, selected interviews and company visits
NGOs and Not for Profit	Website, press releases, sustainability report, individual enquiries, personal discussions, surveys (e.g. on sustainability issues), round tables, stakeholder days, selected memberships and collaboration on selected projects
Politics and Administration	Reporting on specific topics, press releases, website, round tables, cooperation on selected projects
Industry Associations	Memberships, forums, direct contact
Science and Research	Website, sustainability report, annual report, company visits, consultation, dialogue events, round tables, guest lectures, research projects
Suppliers	Workshops, audits, vendor days, personal discussions, round tables, stakeholder days, collaboration and cooperation on specific projects
Top Management and Supervisory Board	Board meetings, direct contact, website, intranet, annual report, sustainability report, press releases, employee new sletter, sustainability days, dialogue events
Unions	Website, sustainability report, direct contact (emails, meetings, calls), round tables, consultation and negotiation
Other Stakeholders	Website, press releases, sustainability report, annual report, direct contact (emails, meetings, calls), round tables, cooperation on specific projects

HUGO BOSS recognizes that reporting of its activities is an integral and vital part of stakeholder engagement. The Company has therefore decided to follow and comply with international best practices, such as the Global Reporting Initiative (GRI), which it reviews regularly.

HUGO BOSS also recognizes that it may not in all cases agree with or be in the position to accommodate all stakeholder concerns and interests. In cases where discrepancies in opinions with stakeholders occur and cannot be resolved in

# HUGO BOSS

constructive dialogue, HUGO BOSS will always demonstrate respect for the diversity of views presented and stay open for further exchanges. HUGO BOSS is committed to deal with genuine concerns that stakeholders may have, e.g. about malpractice or unacceptable conduct in the workplace. This commitment is underpinned by existing policies and procedures such as the HUGOBOSS Code of Conduct and the Social Standards for the supply chain. Moreover, listening carefully and responding appropriately to complaints raised by internal or external stakeholders, is another integral part of stakeholder engagement at HUGO BOSS. Employees can obtain support and advice on issues concerning legally correct conduct from their responsible managers or the Compliance Officer. Also appropriate channels, which assure anonymity, have been set up to report misconduct. HUGO BOSS has established a global Ombudsman system as a supplementary reporting channel. Employees and third parties such as suppliers or customers can confidentially notify an Ombudsman, if there are indications of fraud, infringements of antitrust law or breaches of compliance guidelines.

In the event of complaints about conditions in suppliers' factories, these can also be raised through an email service being set up in our sourcing countries. As a participating member of the Fair Labor Association (FLA) stakeholders can address their complaints through the FLA in case they do not wish to complain to the Company directly.

Finally, there is a clear statement: The Managing Board of HUGO BOSS has committed itself to bear the overall responsibility for all stakeholder engagement.