Press Release

HUGO BOSS

Metzingen, August 21, 2026

HUGO BOSS ANNOUNCES START OF SHARE BUYBACK PROGRAM OF UP TO EUR 200 MILLION

HUGO BOSS today announced the commencement of its share buyback program, initially announced on March 9, 2026. Starting on August 24, 2026, the Company will repurchase shares with a total value of up to EUR 200 million. The program will run until December 31, 2027.

The buyback is a key pillar of HUGO BOSS' capital allocation strategy under CLAIM 5 TOUCHDOWN. Fuelled by the Company's strong free cash flow generation, the program reflects HUGO BOSS' disciplined approach to capital allocation and its confidence in the long-term growth and earnings potential.

"The start of the share buyback program marks the next step in delivering on our value creation agenda set out under CLAIM 5 TOUCHDOWN," says Daniel Grieder, Chief Executive Officer of HUGO BOSS. "Our strong financial position and continued cash flow generation enable us to return substantial capital to our shareholders while maintaining the flexibility required to execute our strategic ambitions. The current share price does not reflect the long-term potential of HUGO BOSS, making the buyback a compelling use of capital to drive shareholder returns."

As part of CLAIM 5 TOUCHDOWN, HUGO BOSS expects to continue generating strong free cash flows over the coming years. This cash flow profile provides the Company with the financial flexibility to return capital to shareholders while continuing to invest in future growth opportunities and maintaining a strong balance sheet.

The share buyback program is based on the authorization granted by the Annual General Meeting of HUGO BOSS AG on May 15, 2025, permitting the Company to repurchase up to 10% of its share capital until May 14, 2030. The Company intends to cancel the shares repurchased under the program.

Details on the progress of the program will be published in accordance with applicable regulations.

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