

**GREAT
ELLENT**

HUGO BOSS

CLAIM 5
TOUCHDOWN

**FROM
TO EXC**

With CLAIM 5, we have achieved a lot – built on our strong culture of trust.

To further drive sustainable, profitable growth, we now need to **refocus, refine and realign** our business – moving **from great to excellent.**

With **CLAIM 5 TOUCHDOWN** – our strategy update – we deliberately refocus today to prepare for tomorrow's growth.

Focusing on 3 strategic fields:

Brand Excellence

Distribution Excellence

Organizational Excellence

BRAND EXCELLENCE

We move from being a recognized to being **a desired brand** through powerful storytelling and excellent products.

BOSS Menswear

We **make the big bigger.**

BOSS Womenswear

We go for **better before bigger.**

HUGO

We achieve **more brand impact and profitability.**

DISTRIBUTION EXCELLENCE

We **elevate customer experience** through excellent and consistent omnichannel distribution.

We continue to drive **retail performance.**

We **lead in wholesale** through strategic partnerships.

We **optimize our online business** and further invest in content assets.

OPERATIONAL EXCELLENCE

We **strengthen our operational backbone** to ensure flexibility, efficiency, and scalability.

We continue to **drive sourcing efficiency.**

We further **accelerate digitalization and AI.**

We continue to **strengthen our organization.**