

Metzingen, December 20, 2022

HUGO BOSS AND COTY RENEW LICENSE AGREEMENT

HUGO BOSS and Coty are happy to announce the renewal of their license agreement. The partnership, which began in 2016 and has now been extended beyond 2035, includes all BOSS and HUGO fragrances for men and women.

"Our CLAIM 5 growth strategy is broad-based. We want to grow across all regions, touchpoints, and brands, as well as in all product areas. We are excited to continue our successful partnership with Coty and are convinced that we have the right partner at our side to exploit the full potential of BOSS and HUGO in the global fragrance business," says Daniel Grieder, CEO of HUGO BOSS AG.

Sue Y. Nabi, CEO, Coty, says: "We are delighted to extend our highly successful partnership with HUGO BOSS, one of the leading premium fragrance brands in our portfolio. Together, we have created many iconic male fragrances, which have been enthusiastically received by consumers, and we look forward to build on these successes."

HUGO BOSS aspires to claim a leading global role in men's fragrances and will place particular emphasis on the U.S. market in the years to come. The joint future developments will complement the successful BOSS Bottled range and fully reflect the BE YOUR OWN BOSS brand platform. In addition, HUGO BOSS plans to continue expanding its share of BOSS women's fragrances in key European markets and lay the foundation for this segment to grow into the U.S. market. Another strategic focus area is the strengthening of the top of the brand's fragrance range, BOSS THE COLLECTION. This expansion will specifically enhance the relevance of BOSS in specialty markets such as the Middle East and China.

The existing offering for men and women under the HUGO brand will also be reinvented to sharpen the focus on young target groups, including Gen Z, and to fully reflect the brands new HUGO YOUR WAY platform.

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HUGO BOSS**About Coty Inc.**

Founded in Paris in 1904, Coty is one of the world's largest beauty companies with a portfolio of iconic brands across fragrance, color cosmetics, and skin and body care. Coty serves consumers around the world, selling prestige and mass market products in more than 130 countries and territories. Coty and our brands empower people to express themselves freely, creating their own visions of beauty; and we are committed to making a positive impact on the planet. Learn more at coty.com or on LinkedIn and Instagram.

About HUGO BOSS:

HUGO BOSS is one of the leading companies positioned in the premium segment of the global apparel market. With its two brands, BOSS and HUGO, the group offers collections in 128 countries at around 6,800 points of sale and online in 59 countries via hugoboss.com. With approximately 14,000 employees worldwide, the company, based in Metzingen (Germany), posted sales of EUR 2.8 billion in the fiscal year 2021.

High-resolution images can be downloaded [here](#).

If you have any questions, please contact

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