

Metzingen, March 9, 2026

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

Today, the Managing Board of HUGO BOSS has resolved on a share buyback program of up to EUR 200 million, running until December 31, 2027. The buyback shall be financed through the Company's continued free cash flow generation, with HUGO BOSS intending to cancel the repurchased shares. In conjunction with this commitment, the Managing Board and the Supervisory Board will propose to the Annual General Meeting a rebasing of the statutory minimum dividend of EUR 0.04 per share for fiscal year 2025 (2024: EUR 1.40). Together, the proposed minimum dividend and the share buyback program are expected to deliver average annual shareholder returns broadly in line with those distributed for fiscal year 2024 over the period until December 31, 2027. At the same time, this approach enhances the Company's financial flexibility and supports sustainable, long-term value creation.

"The planned share buyback underscores our confidence in the long-term potential of HUGO BOSS and our commitment to creating sustainable value to our shareholders," says Yves Müller, Chief Financial Officer and Chief Operating Officer of HUGO BOSS. "Our strong financial position and the acceleration of free cash flow targeted under CLAIM 5 TOUCHDOWN, provide the financial strength and flexibility to execute a disciplined and value-accretive share buyback program. The rebasing of the dividend for fiscal year 2025 is consistent with this approach and reflects our intention to prioritize the most effective form of capital return as we progress with our realignment in fiscal year 2026."

Driving total shareholder returns is an integral component of CLAIM 5 TOUCHDOWN, the Company's strategic framework until 2028, designed to further strengthen brand equity and pave the way for sustainable, profitable growth. As part of this strategy, HUGO BOSS aims to continue generating strong free cash flows, targeting an average annual free cash flow after leases of around EUR 300 million until 2028 (excluding the impact of IFRS 16). A substantial share of this cash flow is intended to be returned to shareholders, either through share buybacks and/or dividends. At the same time, the Company will maintain the financial flexibility required to consistently execute its strategy, invest in future growth, and further strengthen its balance sheet amid an ongoing volatile environment.

Further details on the share buyback program will be announced in accordance with legal requirements ahead of the start of the program.

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