

Metzingen, June 10, 2026

HUGO BOSS INFORMS ABOUT UNSOLICITED VOLUNTARY TAKEOVER OFFER BY FRASERS GROUP PLC

HUGO BOSS (ISIN DE000A1PHFF7) (the "Company") notes that Frasers Group plc has today published its intention to launch a voluntary public takeover offer to the Company's shareholders to acquire all of its shares. This takeover offer has not been coordinated with the Company.

The Company notes that the indicated offer price of EUR 38.00 for each of the Company's shares represents a premium of 4% to the Company's last closing share price of EUR 36.46 (June 10, 2026) as well as to the 3-month VWAP of EUR 36.41 of the same date.

Following publication of the offer document by Frasers Group plc, the Managing Board and the Supervisory Board will thoroughly examine the offer and issue a reasoned statement, acting in the best interests of the Company, its shareholders, employees and customers.

The Company will inform its shareholders and the public about further developments and next steps in accordance with the applicable legal and regulatory requirements.

For further information, please contact:

Media Relations

Carolin Westermann
Senior Vice President Global Corporate Communications
Phone: +49 7123 94-86321
E-mail: carolin_westermann@hugoboss.com

Investor Relations

Christian Stöhr
Senior Vice President Investor Relations
Phone: +49 7123 94-87563
E-mail: christian_stoehr@hugoboss.com

HUGO BOSS AG

Holy-Allee 3, 72555 Metzingen, Germany
Phone +49 7123/94-0