Press Release

HUGO BOSS

Metzingen, August 18, 2026

HUGO BOSS NOTES RESULTS OF VOLUNTARY PUBLIC TAKEOVER OFFER BY FRASERS GROUP

- HUGO BOSS takes note of the final tender results following the end of the additional acceptance period on August 13
- Frasers Group now holds approximately 47.89%[1] of HUGO BOSS' share capital and voting rights
- HUGO BOSS will continue to execute its CLAIM 5 TOUCHDOWN strategy to create sustainable shareholder value

HUGO BOSS acknowledges the results of the voluntary public takeover offer by Frasers Group plc. Following the end of the additional acceptance period on August 13, 2026, the offer was accepted for 12,157,598 HUGO BOSS shares, representing approximately 17.62%[1] of the Company's share capital and voting rights. This brings the total position of Frasers Group to 33,054,959 HUGO BOSS shares, representing approximately 47.89%[1] of the Company's share capital and voting rights. On July 27, 2026, the European Commission granted merger control clearance, thereby satisfying the offer condition.

"We appreciate Frasers Group's continued long-term commitment to HUGO BOSS and look forward to maintaining a constructive relationship with them as our single largest shareholder," says Stephan Sturm, Chairman of the Supervisory Board of HUGO BOSS. "The Supervisory Board will continue to support the successful execution of CLAIM 5 TOUCHDOWN while remaining firmly committed to HUGO BOSS' established governance framework and acting in the best interests of the Company and all its stakeholders."

"We value the trust and support our shareholders have shown throughout the offer period and welcome Frasers Group's support for our long-term strategic direction," says Daniel Grieder, Chief Executive Officer of HUGO BOSS. "Our focus remains clear: we will execute CLAIM 5 TOUCHDOWN with discipline and are fully committed to capturing the significant opportunities ahead. With our strong brands, highly committed global teams, and sound financial position, we are well positioned to unlock substantial value creation potential and deliver on our strategic and financial ambitions."

[1] Based on 69,016,167 shares outstanding.

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

HUGO BOSS

Introduced in December 2025, CLAIM 5 TOUCHDOWN defines HUGO BOSS' strategic course through 2028 and provides the foundation for sustainable, profitable growth and long-term value creation. Focused on strengthening brand equity, elevating distribution, and enhancing operational performance, the strategy has already delivered tangible progress, reflected in higher earnings quality, improved productivity, and strong cash generation in the first half of 2026.

For further information, please contact:

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

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