

Metzingen, December 4, 2023

HUGO BOSS INVESTS IN CAMPUS OF THE FUTURE AND ATTRACTIVENESS OF ITS HEADQUARTERS

- **New office building with 350 workstations and new facilities to open in 2025**
- **More than EUR 100 million investments into campus between 2021 and 2025**
- **Increased hospitality services for employees with new restaurant and barista bar**
- **Street renaming into "Holy-Allee" in the context of Company's 100-year anniversary**

HUGO BOSS sets the path for further growth and expands and enhances its headquarters in Metzingen, Germany. The premium lifestyle Company has officially started today the construction work for a new office building on its approximately 175.000 m² campus with a groundbreaking ceremony. The modern new building will be completed in 2025 and provide space for 350 workstations. A particular focus will be on sustainability, as HUGO BOSS is aiming for platinum certification from the German Sustainable Building Council (DGNB) for the building.

Between 2021 and 2025, the Company is allocating a total investment of more than EUR 100 million in upgrading its headquarters. Besides the new office building, it has comprehensively invested in modernizing and digitalizing its brand showrooms, to optimize the buying process for its wholesale and business partners. In line with the Company's "Lead in Digital" approach, additional space has been created for an e-commerce photo studio in the Metzingen premises.

Further additions to the campus include facilities such as a redesigned VIP shop, a new employee restaurant, a barista bar, an in-house TV studio, as well as an event arena. With these measures, HUGO BOSS aims to further increase its employer attractiveness and to create an enjoyable, best-in-class workplace experience for the more than 3,000 employees in Metzingen and future talents.

"2024 will be a true milestone in our Company's history, as we will celebrate our 100-year anniversary as HUGO BOSS," says CEO Daniel Grieder. "At the same time, we lay the foundation for the sustainable, long-term success of our Company. Therefore, we are investing in our brands, products and stores worldwide, as well as in our locations. Our aim is

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to create the campus of the future at our headquarters, which is especially important to attract more international talents and stand out as an employer of choice."

To offer a modern and welcoming experience, HUGO BOSS has also redesigned the visitor and employee entrance area for the campus with an alley planting, new green areas, and a lounge-like foyer and reception.

New street sign for Holy-Allee revealed

The entrance area together with the new campus building are located at Holy-Allee, which was officially inaugurated today with the presence of Uwe Holy, former CEO of the Company and grandson of the founder Hugo Boss. The Holy-Allee is the Company's new postal address with the renaming carried out in connection with the 100-year anniversary of HUGO BOSS in 2024. The new name pays tribute to the achievements of Uwe and Jochen Holy and their family, who played a key role in shaping the Company's success. Under their leadership, HUGO BOSS became the international fashion and lifestyle group it is today.

If you have any questions, please contact

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