



FIRST QUARTER 2021

RESULTS PRESENTATION

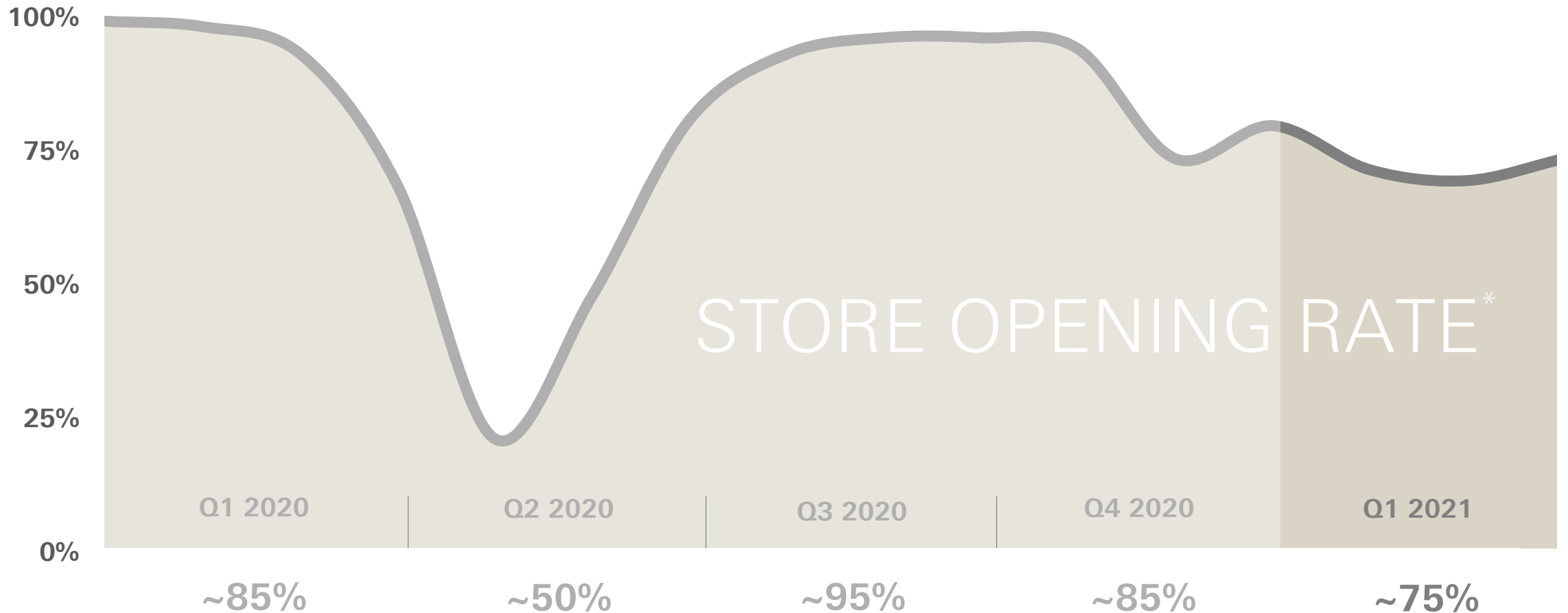
MAY 5, 2021



YVES MÜLLER

CFO & SPOKESPERSON OF THE MANAGING BOARD

On average ~25% of global store network closed in the first quarter



* NUMBER OF OWN RETAIL POINTS OF SALE NOT AFFECTED BY TEMPORARY CLOSINGS DIVIDED BY TOTAL NUMBER OF OWN RETAIL POINTS OF SALE

Solid start to the year as
business recovery continues

Q1 2021

EUR **497** MILLION

(8)%

CURRENCY-ADJUSTED



EUROPE SALES**

(17)%*

Almost 50% of own retail **stores temporarily closed** in the first quarter

Germany and the **UK** record mid-double-digit sales declines in own retail, reflecting persistent lockdowns

Strong momentum in **Russia** and **Middle East** with low to mid-double-digit sales growth

Extended lockdowns weigh on **business recovery in Europe**

AMERICAS SALES



(11)%*

Business in the **U.S.** with noticeable recovery reflecting a robust rebound in consumer sentiment

Persistent store closures continue to weigh on business in **Canada**

Latin America returns to pre-COVID-19 levels in the first quarter

Recovery in the Americas continues as momentum in the U.S. further improves

ASIA/PACIFIC SALES

+39%*



Sales in **mainland China** almost double supported by robust local demand in Q1

While business in **Japan** continues its gradual recovery, **Australia** and **South Korea** return to growth in Q1

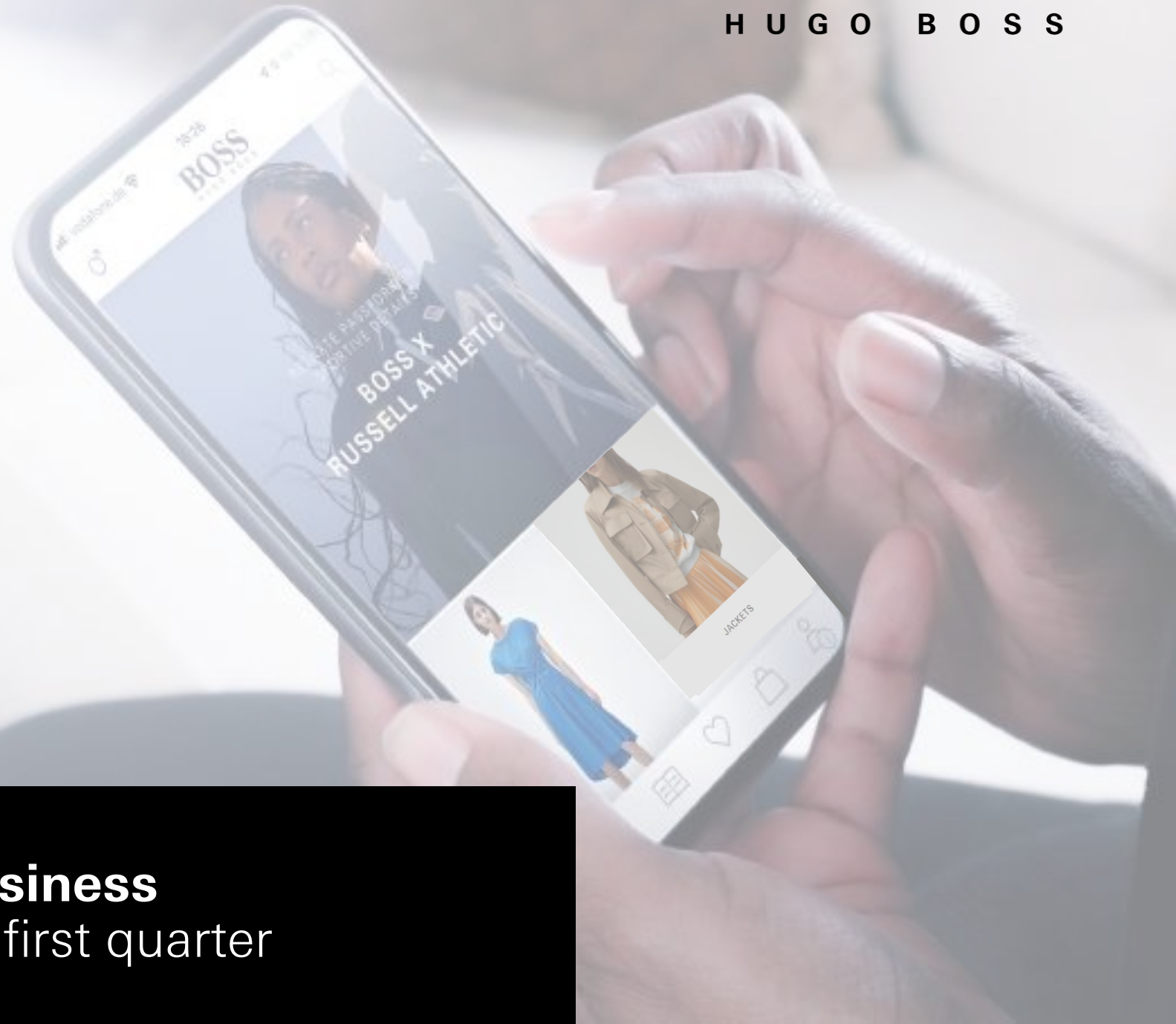
Absence of international tourism continues to weigh on **Hong Kong** and **Singapore**

Asia/Pacific returns to growth driven by ongoing strong momentum in mainland China

Q1 2021

+72%

CURRENCY-ADJUSTED



Momentum in online business
strongly accelerates in the first quarter

Wholesale business benefits from robust order intake and delivery shift effects



* CURRENCY-ADJUSTED

License business

back on growth track

Q1 2021

+5%

CURRENCY-ADJUSTED

HUGO BOSS





Casualwear returns to mid-single-digit growth in Q1

HUGO BOSS

HUGO BOSS



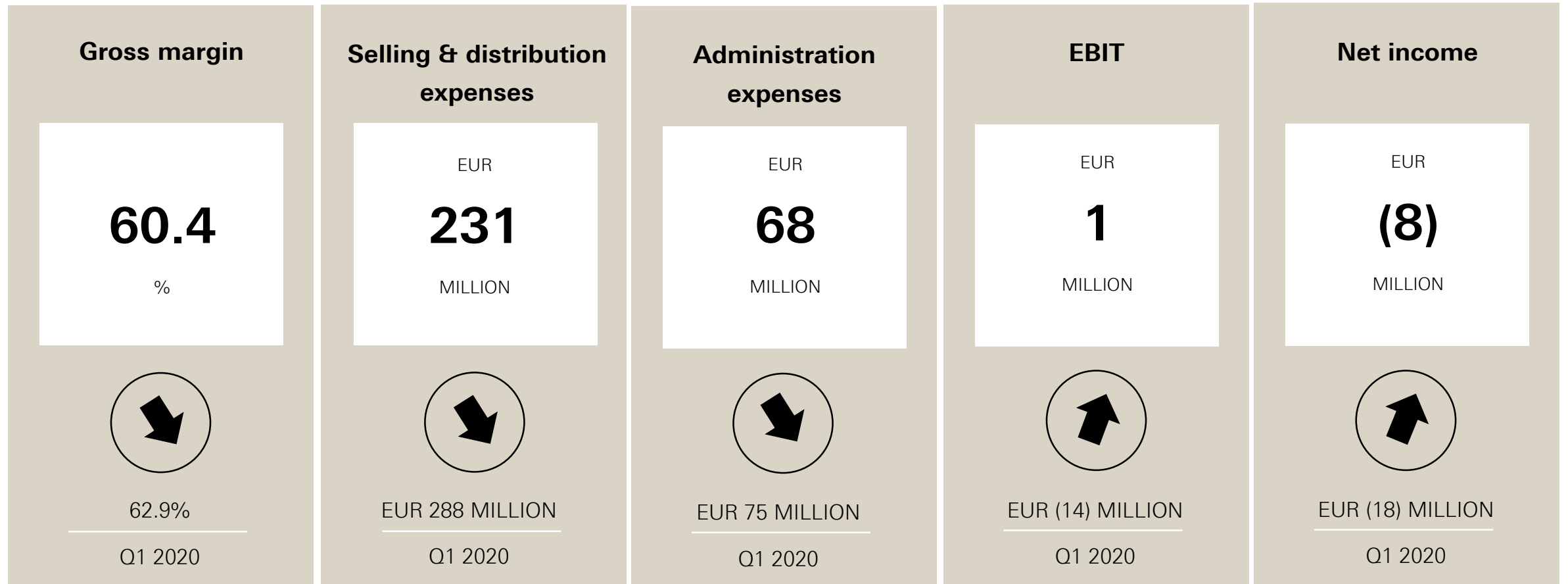
Successful launch of
BOSS x RUSSELL ATHLETIC





BOSS x NBA capsule
creates excitement in the U.S. market

HUGO BOSS records **positive EBIT** in the first quarter



Trade net working capital improvement supports **free cash flow development**



Inventories remain stable reflecting ongoing tight management

Lower **capital expenditure** reflecting continued prudent approach in light of persistent uncertainties

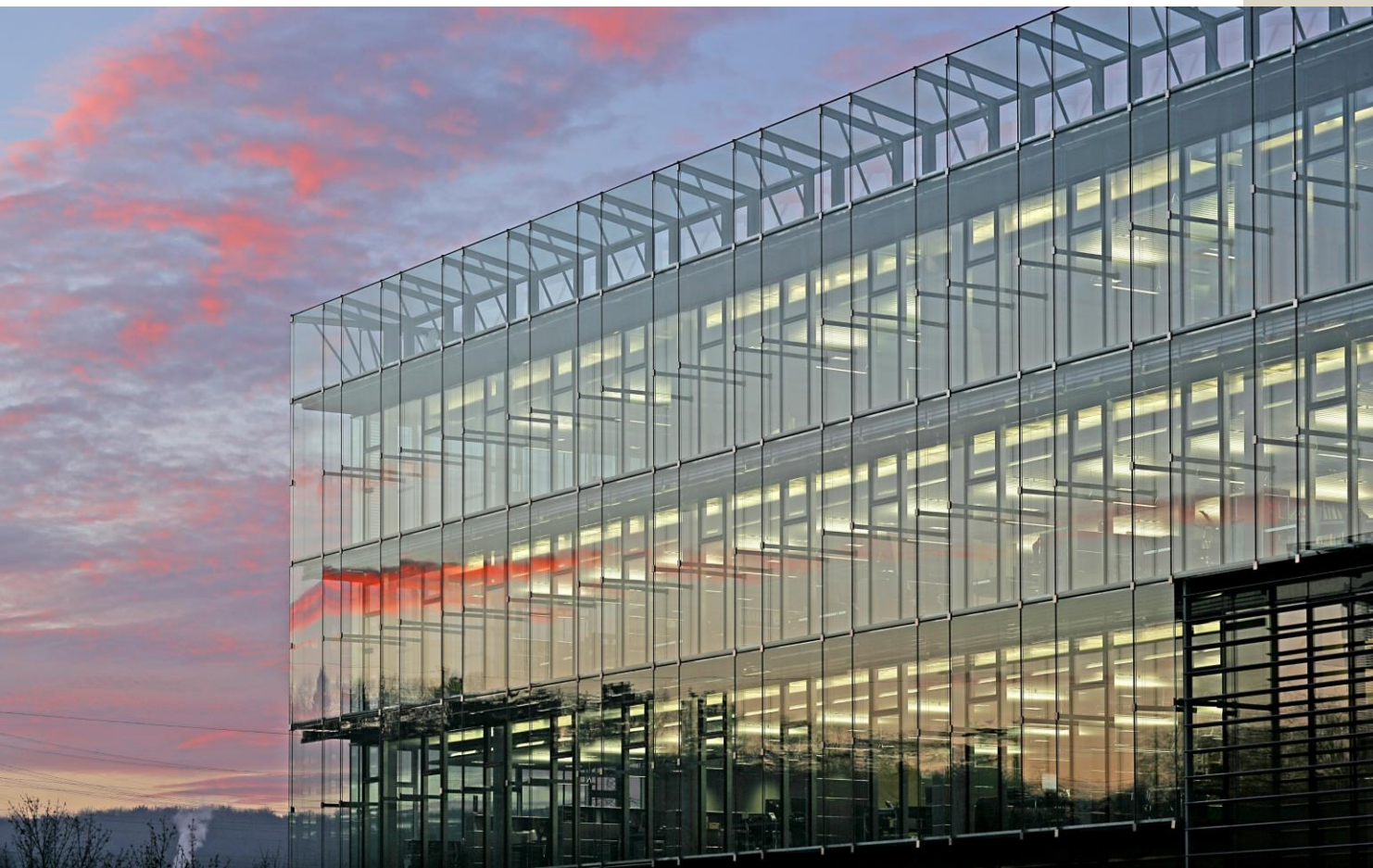
Net financial liabilities decline 5% to EUR 221 million*

Outlook

GLOBAL BUSINESS EXPECTED
TO **RECOVER NOTICEABLY**
IN 2021



Capital markets day planned for H2 2021





Q&A