HUGO BOSS AG

HUGO BOSS

WKN: A1PHFF ISIN: DE000A1PHFF7 Land: Deutschland

Nachricht vom 14.02.2020 | 09:41

HUGO BOSS AG: Release according to Article 40, Section 1 of the WpHG [the German Securities Trading Act] with the objective of Europe-wide distribution

HUGO BOSS AG

14.02.2020 / 09:41

Dissemination of a Voting Rights Announcement transmitted by DGAP - a service of EQS Group AG. The issuer is solely responsible for the content of this announcement.

Notification of Major Holdings

1. Details of issuer

| Name: | HUGO BOSS AG |
|--------------------------------|----------------------|
| Street: | Dieselstraße 12 |
| Postal code: | 72555 |
| City: | Metzingen |
| | Germany |
| Legal Entity Identifier (LEI): | 529900LFVU534EBRXD13 |

2. Reason for notification

X Acquisition/disposal of shares with voting rights

X Acquisition/disposal of instruments

Change of breakdown of voting rights

X Other reason:

Acquisition of shares with voting rights and instruments by another party to a shareholder agreement

3. Details of person subject to the notification obligation

Legal entity: PFC S.r.l.

City of registered office, country: Vicenza, Italy

4. Names of shareholder(s)

holding directly 3% or more voting rights, if different from 3.

Zignago Holding S.p.A.

5. Date on which threshold was crossed or reached:

07 Feb 2020

6. Total positions

| | % of voting rights | % of voting rights | Total of | Total number of voting |
|--------------|--------------------|---------------------|-----------|----------------------------|
| | attached to shares | through instruments | both in % | rights pursuant to Sec. 41 |
| | (total of 7.a.) | (total of 7.b.1 + | (7.a. + | WpHG |
| | | 7.b.2) | 7.b.) | |
| New | 14.80 % | 0.65 % | 15.45 % | 70400000 |
| Previous | 10.13 % | 0.00 % | 10.13 % | / |
| notification | | | | |

7. Details on total positions

a. Voting rights attached to shares (Sec. 33, 34 WpHG)

| ISIN | Absolute | | In % | |
|--------------|----------------|----------------|----------------|----------------|
| | Direct | Indirect | Direct | Indirect |
| | (Sec. 33 WpHG) | (Sec. 34 WpHG) | (Sec. 33 WpHG) | (Sec. 34 WpHG) |
| DE000A1PHFF7 | 4064365 | 6357763 | 5.77 % | 9.03 % |
| Total | 1042 | 2128 | 14.8 | 30 % |

b.1. Instruments according to Sec. 38 (1) no. 1 WpHG

| Type of | Expiration or | Exercise or conversion | Voting rights | Voting rights |
|------------|---------------|------------------------|---------------|---------------|
| instrument | maturity date | period | absolute | in % |
| | | | | 용 |
| | | Total | | 8 |

b.2. Instruments according to Sec. 38 (1) no. 2 WpHG

| Type of instrument | Expiration or | Exercise or | Cash or | Voting | Voting |
|-------------------------|---------------|-------------|------------|----------|-----------|
| | maturity date | conversion | physical | rights | rights in |
| | | period | settlement | absolute | 용 |
| Forward providing for a | 17.04.2020 at | n/a | Cash | 266875 | 0.38 % |
| cash settlement only | the latest | | | | |
| option | | | | | |
| Put Option | 17.04.2020 at | n/a | Physical | 190000 | 0.27 % |
| | the latest | | | | |
| | | | Total | 456875 | 0.65 % |

8. Information in relation to the person subject to the notification obligation

X Person subject to the notification obligation is not controlled nor does it control any other undertaking(s) that directly or indirectly hold(s) an interest in the (underlying)

Full chain of controlled undertakings starting with the ultimate controlling natural person or legal entity:

| Name | % of voting rights (if at | % of voting rights through instruments | Total of both (if at |
|------|---------------------------|--|----------------------|
| | least 3% or more) | (if at least 5% or more) | least 5% or more) |
| | | | |

9. In case of proxy voting according to Sec. 34 para. 3 WpHG

(only in case of attribution of voting rights in accordance with Sec. 34 para. 1 sent. 1 No. 6 WpHG)

Date of general meeting:

Holding total positions after general meeting (6.) after annual general meeting:

| Proportion of voting rights | Proportion of instruments | Total of both |
|-----------------------------|---------------------------|---------------|
| 96 | ફ | ଖ |

10. Other explanatory remarks:

No. 7.b.2.: Put Option held directly, Forward providing for a cash settlement only option held by another party to a shareholder agreement

Date

13 Feb 2020

14.02.2020 The DGAP Distribution Services include Regulatory Announcements, Financial/Corporate News and Press Releases.

Archive at www.dgap.de

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Internet: www.hugoboss.com

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