

HUGO BOSS AG

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

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22.02.2023 / 08:45 CET/CEST

Dissemination of a Voting Rights Announcement transmitted by EQS News - 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

<input checked="" type="checkbox"/>	Acquisition/disposal of shares with voting rights
<input type="checkbox"/>	Acquisition/disposal of instruments
<input type="checkbox"/>	Change of breakdown of voting rights
<input type="checkbox"/>	Other reason:

3. Details of person subject to the notification obligation

Natural person (first name, surname): Michael Ashley

Date of birth: 09 Dec 1964

4. Names of shareholder(s)

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

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5. Date on which threshold was crossed or reached:

17 Feb 2023

6. Total positions

	% of voting rights attached to shares (total of 7.a.)	% of voting rights through instruments (total of 7.b.1 + 7.b.2)	Total of both in % (7.a. + 7.b.)	Total number of voting rights pursuant to Sec. 41 WpHG
New	2.63 %	24.96 %	27.59 %	70400000
Previous notification	3.86 %	24.96 %	28.82 %	/

7. Details on total positions

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

ISIN	Absolute		In %	
	Direct (Sec. 33 WpHG)	Indirect (Sec. 34 WpHG)	Direct (Sec. 33 WpHG)	Indirect (Sec. 34 WpHG)
DE000A1PHFF7	0	1850000	0.00 %	2.63 %
Total	1850000		2.63 %	

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

Type of instrument	Expiration or maturity date	Exercise or conversion period	Voting rights absolute	Voting rights in %
			0	0.00 %

		Total	0	0.00 %
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b.2. Instruments according to Sec. 38 (1) no. 2 WpHG

Type of instrument	Expiration or maturity date	Exercise or conversion period	Cash or physical settlement	Voting rights absolute	Voting rights in %
Put Option	17.03.2023		Physical	1400000	1.99 %
Put Option	16.06.2023		Physical	800000	1.14 %
Put Option	16.06.2023		Cash	50000	0.07 %
Put Option	15.09.2023		Physical	1740000	2.47 %
Put Option	15.09.2023		Cash	200000	0.28 %
Put Option	15.12.2023		Physical	7000000	9.94 %
Put Option	15.12.2023		Physical	1400000	1.99 %
Put Option	21.06.2024		Physical	3050000	4.33 %
Put Option	21.06.2024		Physical	274000	0.39 %
Put Option	20.12.2024		Physical	1660000	2.36 %
			Total	17574000	24.96 %

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

	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) issuer (1.).
X	Full chain of controlled undertakings starting with the ultimate controlling natural person or legal entity:

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

-Mash Holdings Limited	%	%	%
-Mash Beta Limited	%	%	%
-Frasers Group plc	%	24.96 %	27.59 %

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
%	%	%

10. Other explanatory remarks:

Date

21 Feb 2023

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