

**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

Voting Rights Announcements | 6 May 2024 10:29

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06.05.2024 / 10:29 CET/CEST

Dissemination of a Voting Rights Announcement transmitted by EQS News - a service of EQS Group AG.

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**Notification of Major Holdings****1. Details of issuer**

Name:	HUGO BOSS AG
Street:	Holy-Allee 3
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
	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:

02 May 2024

#### 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	2.15 %	8.78 %	10.94 %	70400000
Previous notification	0.99 %	7.08 %	8.07 %	/

#### 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	1515093	0.00 %	2.15 %
<b>Total</b>	1515093		2.15 %	

##### 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 %
		<b>Total</b>	0	0.00 %

**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	21.06.2024		Physical	3050000	4.33 %
Put Option	21.06.2024		Physical	274000	0.39 %
Put Option	20.09.2024		Cash	700000	0.99 %
Put Option	20.09.2024		Physical	500000	0.71 %
Put Option	20.12.2024		Physical	1660000	2.36 %
			<b>Total</b>	6184000	8.78 %

**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	%	8.78 %	10.94 %

**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

03 May 2024

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Language: English

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End of News

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