

HUGO BOSS

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CYBERSECURITY STRATEGY

MAY 2026

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WORLDCLASS INFORMATION SECURITY

NO MATTER HOW MUCH WE INVEST – A LARGE SECURITY INCIDENT IS ALWAYS POSSIBLE AND WE NEED TO BE PREPARED

\$1,2 Billion

**Ransomware payments
exceeded in 2025**

Repair costs not included

84%

**Increase in cyberattacks
compared to last year**

1

Ensuring **resilience** against
major attacks

2

Detect threats and attackers
as early as possible

3

Cybersecurity education
for **workforce awareness**

4

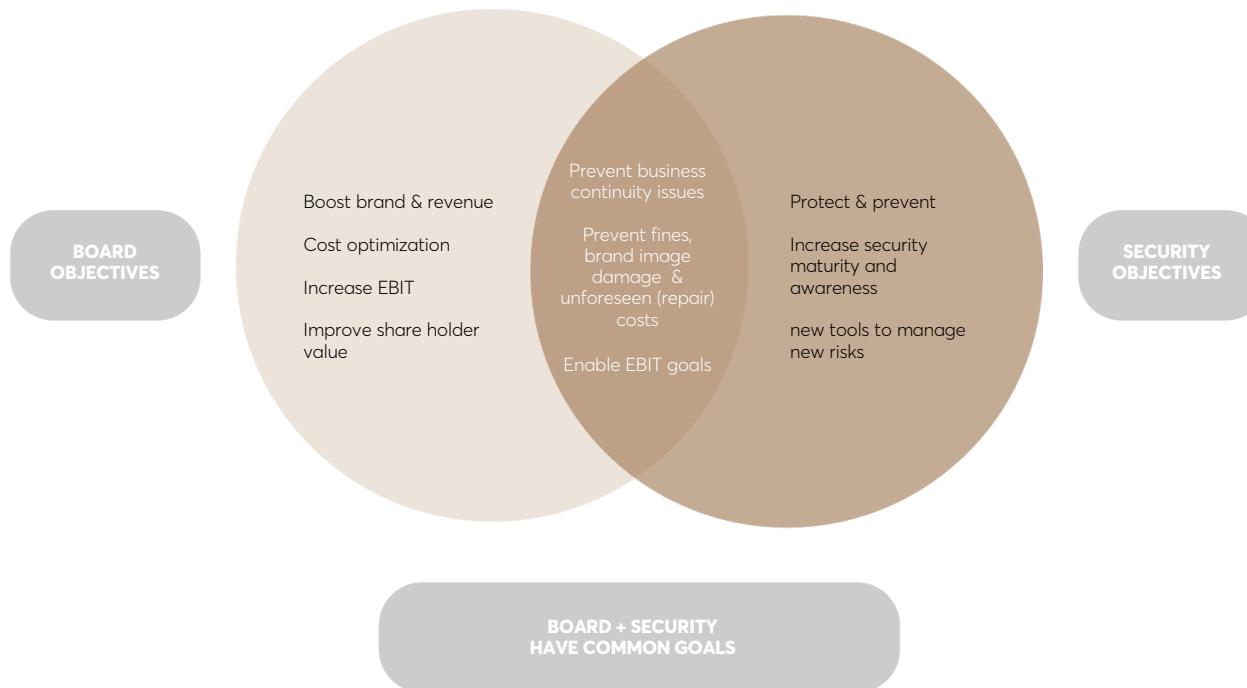
Build an **agile security program**
to react fast to changing
threat landscape



- Threat Intelligence
- World class SOC team
- Identity management
- Asset Management (CMDB)
- Security Service Edge
- CDN + WAF
- DevSecOps

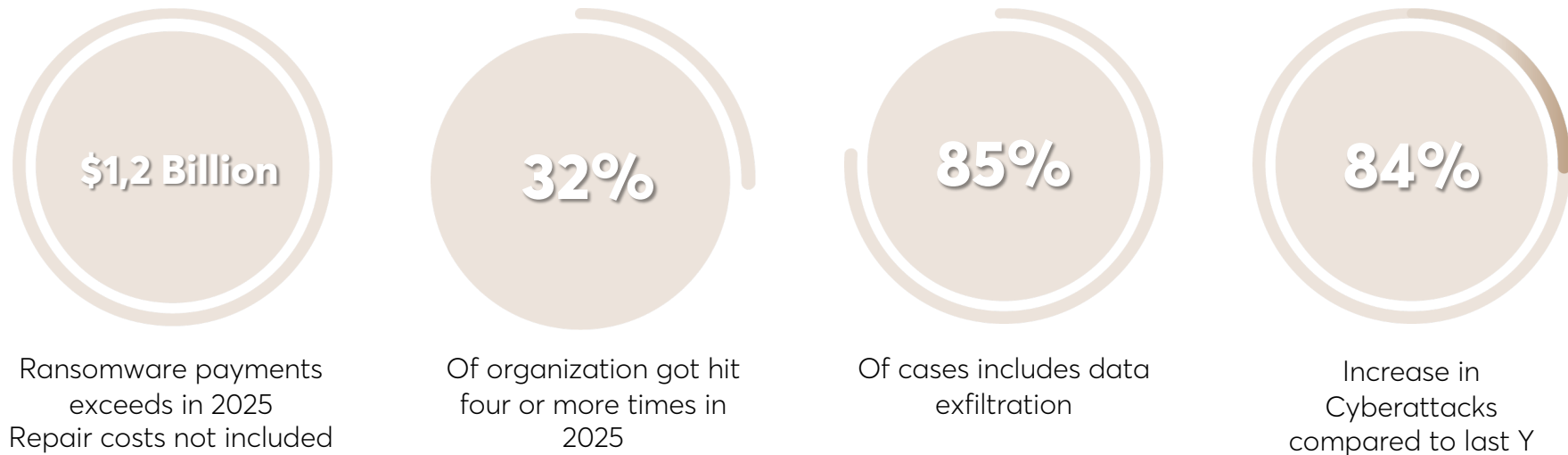
EXECUTIVE ALIGNMENT

HOW BOARD AND CYBERSECURITY MUST WORK TOGETHER



HUGO BOSS prioritizes cybersecurity initiatives using a methodology that considers the impact and likelihood of **risks**, aligning with **business goals** and **regulatory requirements**. This approach ensures strategic investment in resources to maintain and enhance their cybersecurity posture.

THE TOP RISK TO DEAL WITH RANSOMWARE THREAT LANDSCAPE

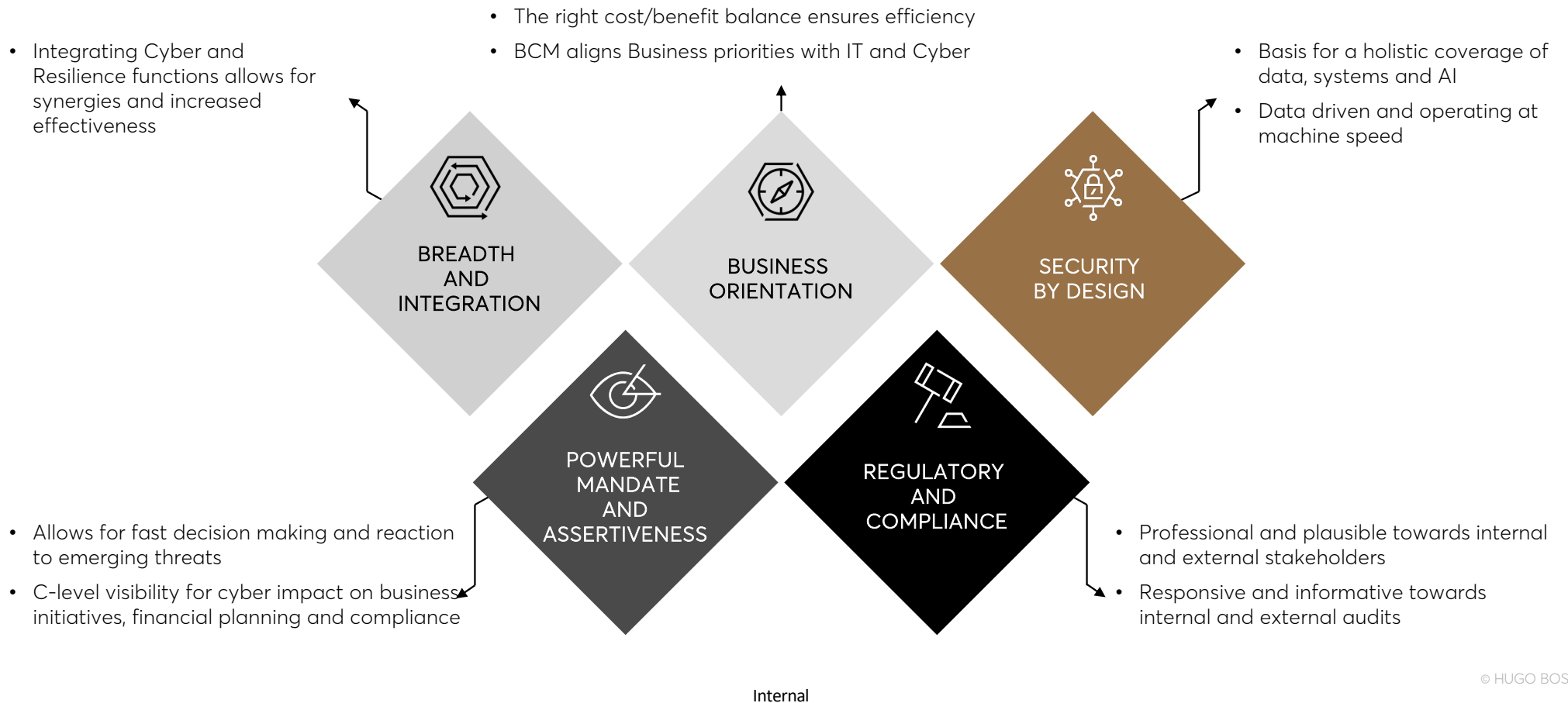


WE DO EVERYTHING TO PROTECT THE FAMILY

VISION AND MISSION BUILD THE FOUNDATION - STRATEGIC GOALS TO SET THE DIRECTION

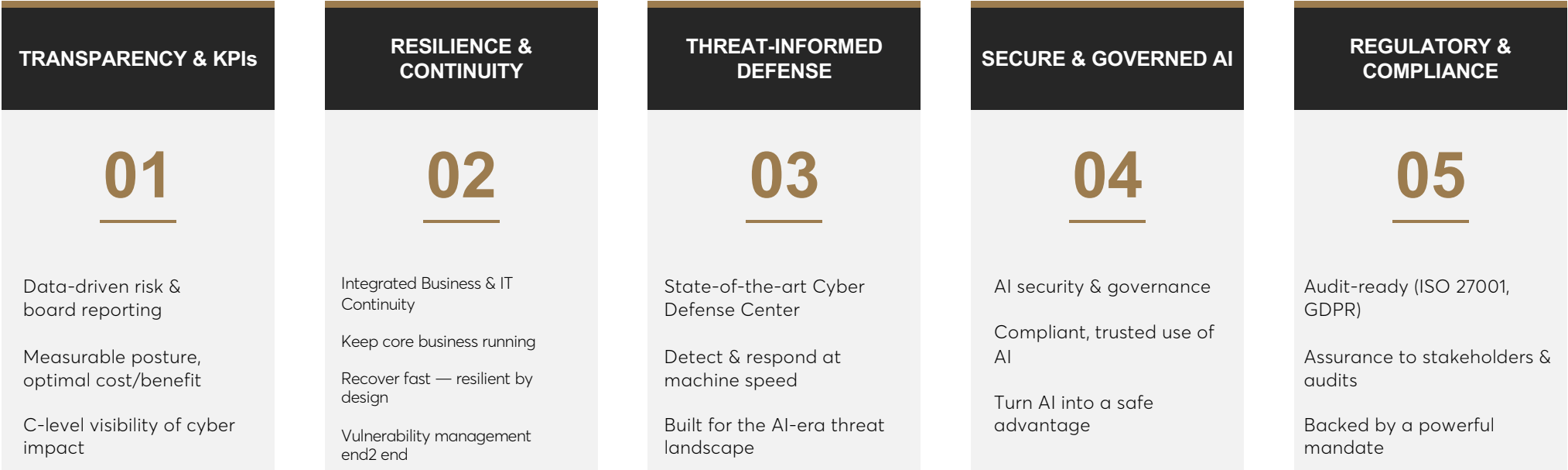
Vision and Mission to build the basis		Strategic TOUCHDOWN goals	
VISION	TRUSTED AND RELIABLE DATA, SYSTEMS AND AI FOR HUGO BOSS		Build a data driven Risk Management and Board Reporting to allow for decisions and measures with an optimal cost/benefit ratio.
MISSION	TO ENABLE AND PROTECT		Extend the detection team towards a state-of-the-art Cyber Defence Center for an AI impacted threat environment.
AMBITION	EMPHASISE TRUST, PROTECT THE BRAND		Establish integrated Business and IT Continuity capabilities to ensure the resilience of HUGO BOSS' core business.
Value Proposition • Security and Trust – so HUGO BOSS can focus on its core business • Uncomplicated and enabling collaboration • Frictionless user experience			Establish AI Security and Governance ensuring compliant AI usage to transform HUGO BOSS.

THE DESIGN OF THE TARGET PICTURE FOLLOWS PRIORITIZED PRINCIPLES



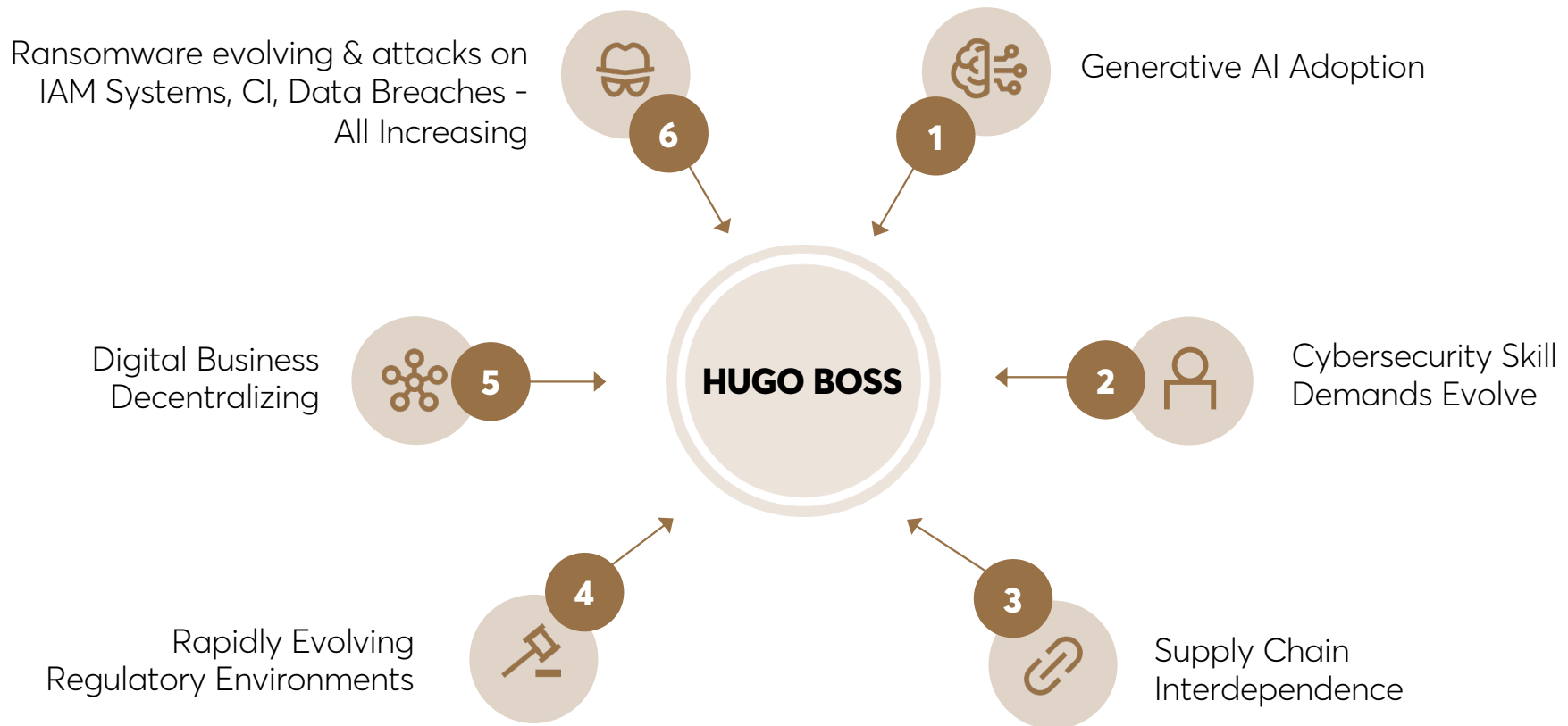
OUR CYBER SECURITY STRATEGY RESTS ON FIVE STRATEGIC PILLARS

Five pillars to phase and steer the Cyber & Resilience Strategy



THE FIVE PILLARS STAND ON OUR MISSION TO **ENABLE AND PROTECT** · AND OUR VISION OF TRUSTED, RELIABLE DATA, SYSTEMS & AI

PERSISTENT FORCES INFLUENCING CYBERSECURITY PROGRAMS



CI = Critical Infrastructure

Internal

IN CASE OF QUESTIONS, REACH OUT TO

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