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HUGO BOSS BRINGS ITS INNOVATIVE CUSTOMER LOYALTY PROGRAM TO ADDITIONAL COUNTRIES: GERMANY AND FRANCE

After a successful UK launch in May 2024, HUGO BOSS introduces its new loyalty program HUGO BOSS XP to Germany and France. The program integrates into the HUGO BOSS app, combining traditional loyalty features like levels and points with innovative Web3 elements, enhancing a personalized omnichannel experience for members. Participating customers can collect and redeem tokens (NFTs) through purchases and interactions across various channels and with both brands. These tokens unlock exclusive products, unique brand experiences and special offers from BOSS and HUGO or sponsoring and cooperation partners.

The current customer loyalty program, HUGO BOSS EXPERIENCE, will be fully upgraded with the introduction of HUGO BOSS XP over the next years, with additional countries to follow. Existing members will be seamlessly transitioned to the new program.

"We are excited to introduce our omnichannel member experience, HUGO BOSS XP, with its innovative Web3 features to the German and French market", says Oliver Timm, CSO and Deputy CEO at HUGO BOSS. "The program further solidifies our position as an industry innovator and serves to hyper-personalize content and communication, exciting our customers in a unique way. Following the successful launch of the program in the United Kingdom, which greatly exceeded our expectations, we can say that HUGO BOSS XP effectively enhances customer experience, increases customer lifetime value, and drives our mission to turn customers into fans of our brands."

The goal of HUGO BOSS XP is to attract new customers and strengthen relationships with existing ones. Initial results since from the launch in United Kingdom show double-digit growth in key metrics including new member registrations and app downloads.

Aligning with the Group's two-brand strategy, members can access the program through BOSS XP or HUGO XP. Both brand worlds share a four-level structure, offering exclusive benefits and unique experiences. Membership status is upgraded based on spending and maintained for at least two years. Beyond traditional loyalty features, brand-specific tokens

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are personalized based on customer behavior, to strengthen engagement and unlock special access.

Further information on the initial launch of HUGO BOSS XP in the UK earlier this year and examples of tokens can be found here:

<https://group.hugoboss.com/en/newsroom/news/news-detail/hugo-boss-launches-innovative-customer-loyalty-program-and-introduces-a-new-world-of-engagement>

All assets can be downloaded from:

https://press-service.hugoboss.com/press-portal-pages/corporate-communications/HUGO_BOSS_XP.html

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About HUGO BOSS:

HUGO BOSS is one of the leading companies positioned in the premium segment of the global apparel market. With its two brands, BOSS and HUGO, the group offers collections in 131 countries at around 7,800 points of sale and online in 73 countries via hugoboss.com. With approximately 19,000 employees worldwide, the company, based in Metzingen (Germany), posted sales of EUR 4.2 billion in the fiscal year 2023.