

Metzingen, April 10, 2024

## THE HUGO BOSS FOUNDATION WELCOMES ITS FIRST LONG-TERM PARTNER CORAL GARDENERS

The HUGO BOSS Foundation joins forces with Coral Gardeners, a non-profit organization that focuses on coral restoration and ocean preservation in French Polynesia, Fiji, and soon also in Thailand. Launched in 2023, the HUGO BOSS Foundation is driven by the purpose to be "Bold for the Planet", supporting climate and environmental protection initiatives around the world. The foundation plans to donate an amount of EUR 1.8 million to Coral Gardeners over multiple years to support their mission.

Established in 2017 by Titouan Bernicot, Coral Gardeners has evolved into a global collective comprising of scientists, engineers, creators, and advocates determined to revolutionize the field of ocean conservation through the use of digital tools and AI technology. The HUGO BOSS Foundation will support Coral Gardeners with funds to cultivate heat-resilient coral fragments in nurseries, to educate local communities and to build ocean ecosystems, which are fully AI monitored by their ReefOS system.

"We are very excited to support Coral Gardeners and their innovative approach to coral conservation", says Daniel Grieder, CEO of HUGO BOSS. "With the help of its AI monitoring system ReefOS, the collective is exploring new technologies and challenging traditional ways. This fits perfectly with the scope of our foundation, to be bold for our planet and the people."

After witnessing the devastating impact of coral bleaching on the island where they were raised, Bernicot and his friends decided to take action against the rapid degradation of reef ecosystems. He explains: "As we progress towards scaling up production and expanding our international reach, we are thrilled to have the financial backing of the HUGO BOSS Foundation. Without proper action, all corals are at risk of disappearing by 2050 with disastrous consequences for life on Earth. We are looking forward to making a sustainable impact together and working towards our goal of growing one million corals worldwide." The Coral Gardeners aim to scale up reef restoration around the world to regenerate the ocean.

With the "Every Purchase Counts" initiative, HUGO BOSS donates five cents for every own product sold worldwide, both offline and online (excluding licensed products). This way, all customers of the BOSS and HUGO brands automatically support the work of the HUGO BOSS Foundation.

For more information and updates, see the foundation website:

<https://group.hugoboss.com/en/responsibility/we-vision-strategy/hugo-boss-foundation>

**HUGO BOSS AG**

Holy-Allee 3, 72555 Metzingen, Germany  
Phone +49 7123 94 0

## Press Release

THE HUGO BOSS FOUNDATION WELCOMES ITS FIRST LONG-TERM PARTNER CORAL GARDENERS

Metzingen, April 10, 2024

Page 2

If you have any questions, please contact

Carolin Westermann

Senior Vice President Corporate Communications

Phone: +49 7123 94-86321

E-mail: [carolin\\_westermann@hugoboss.com](mailto:carolin_westermann@hugoboss.com)

**GROUP.HUGOBOSS.COM**

**X: @HUGOBOSS**

**LINKEDIN: HUGO BOSS**