

COMPLIANCE

HUGO BOSS
COMMUNICATIONS POLICY

(QR version)

INTRODUCTION - COMMUNICATIONS AT A GLANCE

The purpose of this page is to enable all of HUGO BOSS's employees to quickly become acquainted with the core elements and provisions of the *HUGO BOSS COMMUNICATIONS POLICY*:

- I. All of the provisions contained in this Policy relate to *internal and external corporate communications* by employees and to private communication (e.g. *in social networks*) with a *direct connection* to HUGO BOSS.
- II. Internal and external communications must always be *transparent, comprehensible, loyal and respectful*, and the *language and expressions* used must always be *appropriate*.
- III. Only those *means of communication approved by the company* (e.g. e-mail, but not WhatsApp) are to be used for corporate communications. Encrypted communication media (e.g. ShareDrive) are to be used for transmitting confidential content.
- IV. The *Corporate Identity* standards that have been defined (specifications for logos, colors, font) are to be observed.
- V. *Legal requirements* (image rights, data protection requirements, prohibition of the use of insulting or illegal content etc.) and *corporate values* (e.g. contents of the Code of Conduct) must be *observed*.
- VI. The classification of information into *confidentiality categories* is to be taken into account. *Confidential information*, especially *business secrets* and *insider information*, may *never be shared*.
- VII. Every employee is entitled to use *social media* for private purposes. Where a *connection between you and HUGO BOSS* is or can be *established*, you should:
 1. Treat the company, coworkers etc. respectfully
 2. Refrain from conduct/statements that could harm the company
 3. Protect company information that is confidential
 4. Comply with the law (e.g. copyrights)
- VIII. Posting private comments or contributions in digital *forums, blogs* or on similar platforms is permitted. Where they can be linked to HUGO BOSS, you should indicate that they represent your *personal opinions*.
- IX. *Communications with the media, analysts and investors* are handled exclusively by the Managing Board or by employees and departments appointed by it (e.g. Corporate Communications, Investor Relations, Managing Directors). In the case of communications with political representatives, the Corporate Communications and Compliance departments must be consulted for advice in advance.
- X. Before *presentations etc.* may be given, they must be agreed with the employee's supervisor and Corporate Communications or the person/department responsible for this in the subsidiary.

It should be noted that it is not possible in this introduction to give a complete overview of the topic. All regulations and examples can be found in the guideline that is made available on the HUGO BOSS intranet.

Internal – Valid from 11 August 2020