

HUGO BOSS

Annual document pursuant to Section 10 of the German Securities Prospectus Act ("Wertpapierprospektgesetz" or "WpPG") for financial year 2010.

Pursuant to Section 10 of the WpPG, an issuer whose securities are admitted for trading on an organized market must at least once annually make available to the public a document containing or referring to all information which the issuer has published or made available to the public during the past twelve months.

In the following annual document, HUGO BOSS AG has summarized in form of a list, all information published between January 1, 2010 and December 31, 2010 or made available to the public as specified in Section 10 Paragraph 1 of the WpPG.

Metzingen, April 6, 2011

Annual document pursuant to Section 10 of the German Securities Prospectus Act

1. Ad-hoc-releases according to section 15 WpHG

January 11, 2010

[Experienced HUGO BOSS manager appointed as Chief Financial Officer](#)

February 3, 2010

[Preliminary year-end figures for 2009](#)

March 29, 2010

[Dividend proposal by HUGO BOSS AG](#)

October 14, 2010

[HUGO BOSS exceeds market expectations in the third quarter](#)

2. Notification regarding dealings of the Management pursuant to section 15a WpHG

During the reporting period from January 1 to December 31, 2010, no securities transactions were reported to the Company pursuant to Section 15a of the Securities Trading Act.

3. Press Releases of financial data

February 3, 2010

[Preliminary year-end figures for 2009](#)

April 12, 2010

[HUGO BOSS Consolidated Financial Statements 2009](#)

April 29, 2010

[HUGO BOSS in the first quarter of 2010](#)

HUGO BOSS

July 29, 2010

[HUGO BOSS in the first half of 2010](#)

November 2, 2010

[HUGO BOSS Nine Months Results 2010](#)

4. Notification of voting rights pursuant to section 26 paragraph 1 WpHG

March 26, 2010

[Notification pursuant to section 26 paragraph 1 WpHG \(German Securities Trading Act\)](#)

5. Publication of the invitation to the shareholders' meeting according to section 30b paragraph 1 No. 1 WpHG (German Securities Trading Act)

[Invitation to the Annual Meeting dated May 4, 2010](#)

6. Publication regarding the distribution and payment of dividends according to section 30b paragraph 1 No.2 WpHG (German Securities Trading Act)

[Dividend announcement of HUGO BOSS AG dated June 22, 2010 \(DE\)](#)

7. Publication of the annual financial statement and the report of the Managing Board for HUGO BOSS AG res. of the consolidated annual financial statement and the report of the Managing Board for the HUGO BOSS Group as well as the publication of the interim report and of the quarterly reports according to sections 37v, 37w, 37y WpHG (German Securities Trading Act)

[Annual Report 2009](#)

[First Quarter Report 2010](#)

[First Half Year Report January - June 2010](#)

[Nine Months Report 2010](#)

8. Publication of the company calendar according to section 42 BörsenG (Stock Exchange Act) in conjunction with section 67 Börsenordnung (Stock Exchange Regulations) of the "Frankfurter Wertpapierbörse" (Frankfurt stock exchange)

April 12, 2010

Press and Analysts' Conference 2010

April 29, 2010

Publication of the First Quarter Report 2010

June 21, 2010

Annual Shareholders' Meeting 2010

H U G O B O S S

July 29, 2010

Publication of the First Half Year Report 2010

November 2, 2010

Publication of the Nine Months Report 2010