



# THIRD QUARTER 2021 RESULTS

# HUGO BOSS

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# YVES MÜLLER CFO



# **HUGO BOSS RECORDS STRONG Q3 2021 RESULTS**

- ▶ Momentum accelerates across all brands, channels, and key regions
- ▶ Sales and earnings exceed pre-pandemic levels



# **BUSINESS RECOVERY STRONGLY ACCELERATES IN Q3**

**GROUP  
SALES**

**EUR 755  
MILLION**

**+40%\***

VS. Q3 2020

**+7%\***

VS. Q3 2019





**+38%\***

VS. Q3 2020

**+6%\***

VS. Q3 2019



**+51%\***

VS. Q3 2020

**+14%\***

VS. Q3 2019

# STRONG LOCAL DEMAND DRIVES BUSINESS IN EUROPE



## EUROPE SALES

INCL. MIDDLE EAST AND AFRICA

**+38%\***

VS. Q3 2020

**+9%\***

VS. Q3 2019



Rebound in local demand spurs overall momentum in the region



Revenues in key markets such as the UK, France, and Germany exceed 2019 levels

# MOMENTUM IN THE AMERICAS FURTHER ACCELERATES



## AMERICAS SALES

**+94%\***

VS. Q3 2020

**+14%\***

VS. Q3 2019

- ▶ Strong growth across all of the region's key markets, driven by robust local demand
- ▶ U.S. retail business grows double-digits as compared to pre-pandemic levels

# CONSUMER SENTIMENT IMPACTED BY PANDEMIC-RELATED RESTRICTIONS



## ASIA/PACIFIC SALES

**(1)%<sup>\*</sup>**

VS. Q3 2020

**(14)%<sup>\*</sup>**

VS. Q3 2019



Temporary store closures weigh on various markets in Southeast Asia



Consumer sentiment in mainland China reaccelerates towards the end of Q3



# STRONG DYNAMIC ACROSS ALL CHANNELS

## OWN RETAIL

**+40%**  
VS. Q3 2020

**+13%**  
VS. Q3 2019

▶ Brick and mortar retail business returns to growth, up +4% vs. 2019

## ONLINE

**+37%**  
VS. Q3 2020

**+127%**  
VS. Q3 2019

▶ Strong double-digit growth across all regions

## WHOLESALE

**+40%**  
VS. Q3 2020

**(1)%**  
VS. Q3 2019

▶ Revenues with online partners grow strong double-digits vs. 2019



# SIGNIFICANT BOTTOM-LINE IMPROVEMENTS IN Q3

		VS. Q3 2020	VS. Q3 2019
<b>GROUP SALES</b>	EUR <b>755</b> MILLION	<b>+42%</b>	<b>+5%</b>
<b>GROSS PROFIT</b>	EUR <b>466</b> MILLION	<b>+41%</b>	<b>+2%</b>
<b>GROSS MARGIN</b>	<b>61.7%</b>	<b>(20) bp</b>	<b>(160) bps</b>
<b>OPERATING EXPENSES</b>	EUR <b>381</b> MILLION	<b>+21%</b>	<b>+2%</b>
<b>IN % OF SALES</b>	<b>50.4%</b>	<b>(880) bp</b>	<b>(140) bp</b>
<b>SELLING &amp; DISTRIBUTION EXPENSES</b>	EUR <b>299</b> MILLION	<b>+19%</b>	<b>(2)%</b>
<b>ADMINISTRATION EXPENSES</b>	EUR <b>82</b> MILLION	<b>+26%</b>	<b>+21%</b>
<b>EBIT</b>	EUR <b>85</b> MILLION	<b>&gt;100%</b>	<b>+3%</b>
<b>EBIT MARGIN</b>	<b>11.3%</b>	<b>860 bp</b>	<b>(20) bp</b>
<b>NET INCOME ATTRIBUTABLE TO SHAREHOLDERS</b>	EUR <b>53</b> MILLION	<b>&gt;100%</b>	<b>(5)%</b>

# STRONG IMPROVEMENT IN FREE CASH FLOW DEVELOPMENT

## TNWC

SEPTEMBER 30, 2021

EUR

**474**

MILLION

(11)%\*

## CAPITAL EXPENDITURE

JULY-SEPTEMBER 2021

EUR

**26**

MILLION

+40%

## FREE CASH FLOW

JULY-SEPTEMBER 2021

EUR

**171**

MILLION

+10%

**Inventories** decrease 6%\* as a result of the strong sales growth in the third quarter

Increase in **capital expenditure** mainly reflects the further store network optimization

**Free cash flow** more than doubles as compared to pre-pandemic levels



# EXECUTION OF CLAIM 5 STRATEGY IN FULL SWING



# SPECTACULAR PHYGITAL LAUNCH OF BOSS X RUSSELL ATHLETIC 2.0

**25** MILLION  
SOCIAL ENGAGEMENTS

**4** BILLION  
IMPRESSIONS IN 4 DAYS

**BOOST BRANDS**



# 24/7 LIFESTYLE BRAND

- ▶ TURNING CONSUMERS INTO **FANS**
- ▶ CREATING BUZZ AMONG **YOUNGER CONSUMERS**
- ▶ FURTHER STRENGTHENING **CASUALWEAR**

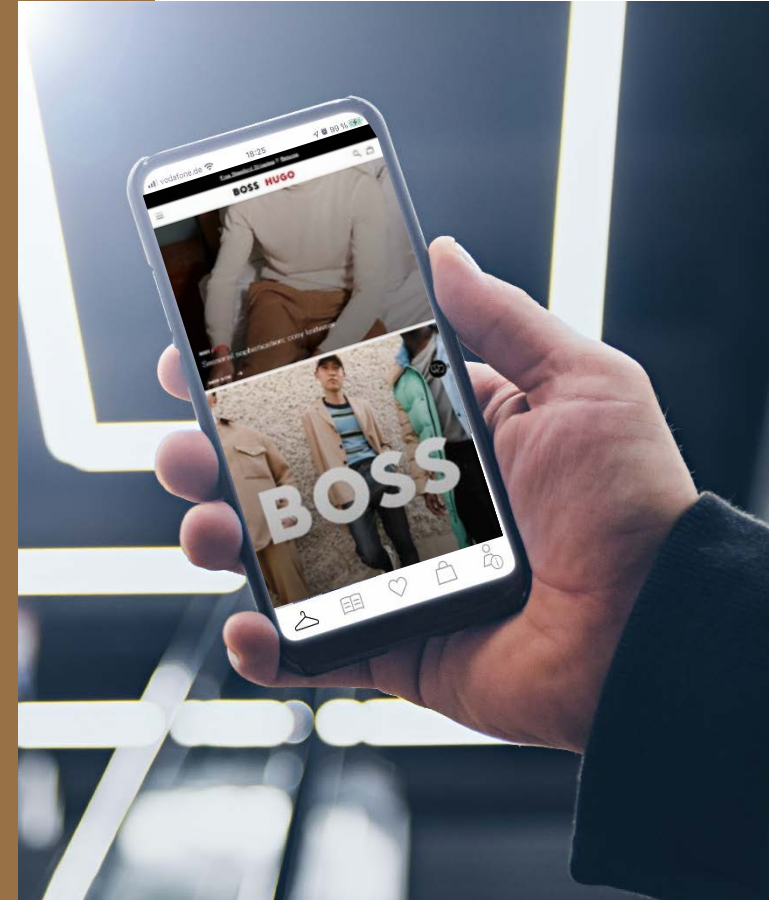
## PRODUCT IS KING



**BRANDING REFRESH  
TO BECOME VISIBLE  
IN JANUARY 2022**

**BOOST BRANDS**

# RELAUNCH OF **HUGOBOSS.COM** IN EARLY 2022



# LEAD IN DIGITAL



# BOSS STORE LONDON OXFORD STREET

OPENING EARLY 2022

# REBALANCE OMNICHANNEL



HUGO BOSS

# ORGANIZATIONAL STRUCTURE FURTHER STRENGTHEND



KRISTINA SZÁSZ

BUSINESS UNITS



CHRISTOPHER KÖRBER



MAIAH SULLIVAN

MARKETING



LUIGI BOIOCCHI

SALES



JUDITH SUN

# ORGANIZE FOR GROWTH

# HUGO BOSS INCREASES OUTLOOK FOR FY 2021

GROUP SALES\*

INCREASE BY ~40%

EBIT

BETWEEN EUR 175 MILLION  
AND EUR 200 MILLION

TNWC  
(IN % OF SALES)

IMPROVE TO A LEVEL  
OF 19% - 20%

CAPEX

BETWEEN EUR 100 MILLION  
AND EUR 130 MILLION





# HUGO BOSS

# Q&A