

**HUGO BOSS**

THIRD  
QUARTER  
2022  
RESULTS

**HUGO BOSS**



Q3 2022

YVES  
MÜLLER  
CFO/COO

**HUGO BOSS**



Q3 2022



## HUGO BOSS WITH RECORD QUARTERLY SALES IN Q3

GROUP SALES

933

EUR MILLION

+18%\*

VS Q3 2021

EBIT

92

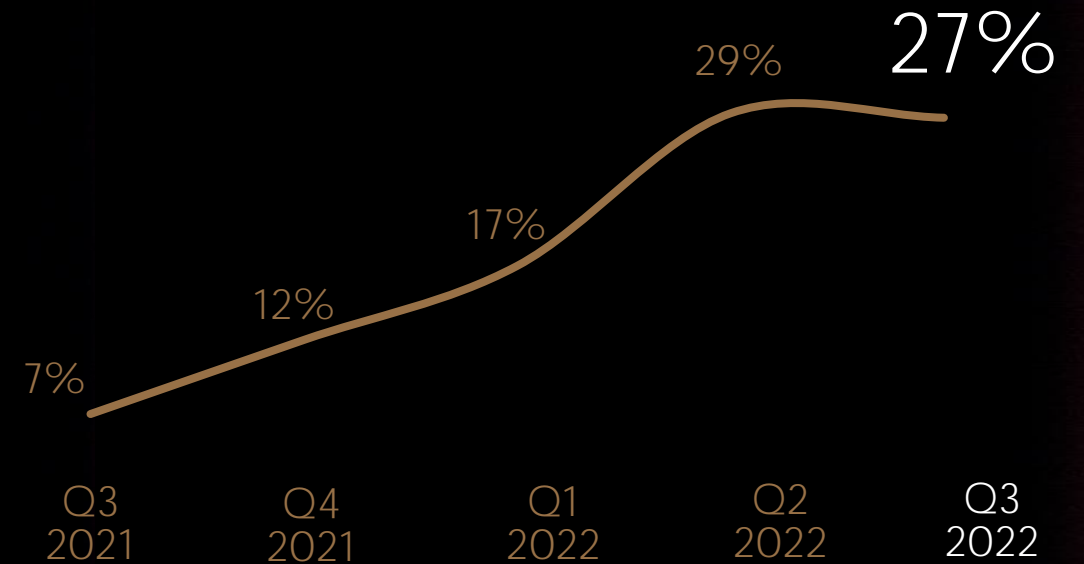
EUR MILLION

+8%

VS Q3 2021

# STRONG TOP-LINE MOMENTUM CONTINUES IN THIRD QUARTER

GROUP SALES DEVELOPMENT VS 2019 LEVELS  
(CURRENCY-ADJUSTED)



# STAR-STUDED FALL/WINTER 2022 CAMPAIGN BUILDS ON SUCCESSFUL BRANDING REFRESH



# EXCITING MARKETING AND PRODUCT INITIATIVES SPUR BRAND HEAT IN Q3

**AUG**



FALL/WINTER 2022 CAMPAIGN

**AUG**



BOSS X ALICA

**SEP**



BOSS FASHION SHOW

**SEP**



BOSS X MATTEO

# MOMENTUM FOR BOSS WOMENSWEAR STRONGLY ACCELERATES

+20%\*  
VS Q3 2021

BOSS  
MENSWEAR



+13%\*  
VS Q3 2021

BOSS  
WOMENSWEAR





# FALL/WINTER 2022 CAMPAIGN FUELS BRAND RELEVANCE FOR HUGO



# MARKETING AND PRODUCT INITIATIVES DRIVE ENGAGEMENT IN Q3

AUG



FALL/WINTER 2022 CAMPAIGN

SEP



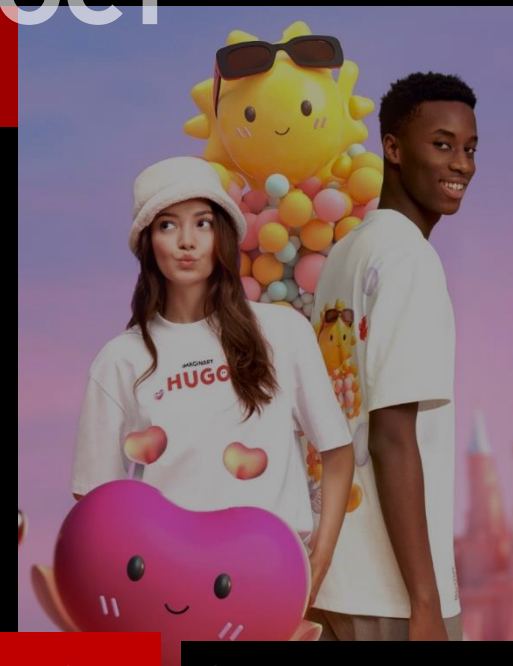
HUGO X REPLAY

SEP



HUGO FASHION SHOW

OCT



HUGO X IMAGINARY ONES

# HUGO SUCCESSFULLY CONTINUES ITS DOUBLE-DIGIT GROWTH TRAJECTORY

+13%\*  
VS Q3 2021

HUGO

\*CURRENCY-ADJUSTED



# MOMENTUM IN BRICK-AND-MORTAR RETAIL FURTHER ACCELERATES



RETAIL

+18%\*

vs Q3 2021



Growth accelerates to +25% vs 2019 levels, with momentum picking up in all regions

WHOLESALE

+18%\*

vs Q3 2021



Strong demand from wholesale partners while delivery shift limits growth to some extent

DIGITAL

+20%\*

vs Q3 2021



Double-digit growth of hugoboss.com and strong improvements in digital partner business

# ROBUST CONSUMER DEMAND DRIVES GROWTH IN EUROPE



## EUROPE SALES

INCL. MIDDLE EAST AND AFRICA

+17%\*

vs Q3 2021

- ▶ Growth in brick-and-mortar retail further accelerates compared to 2019 levels
- ▶ Delivery shift effects limit growth in brick-and-mortar wholesale in Q3
- ▶ Robust improvements in key markets including Germany (+19%), the UK (+9%), and France (+8%)

\*CURRENCY-ADJUSTED

# THE AMERICAS ENJOY ONGOING STRONG MOMENTUM IN Q3



## AMERICAS SALES

+18%\*

vs Q3 2021

- ▶ Sequential revenue improvements in brick-and-mortar retail on a 3-year-stack basis
- ▶ The U.S. (+12%) and Canada (+17%) with double-digit sales increases in the third quarter
- ▶ Latin America with particularly strong performance, as revenues grow 40% in Q3

# REVENUES IN ASIA/PACIFIC RETURN TO DOUBLE-DIGIT SALES INCREASES



## ASIA/PACIFIC SALES

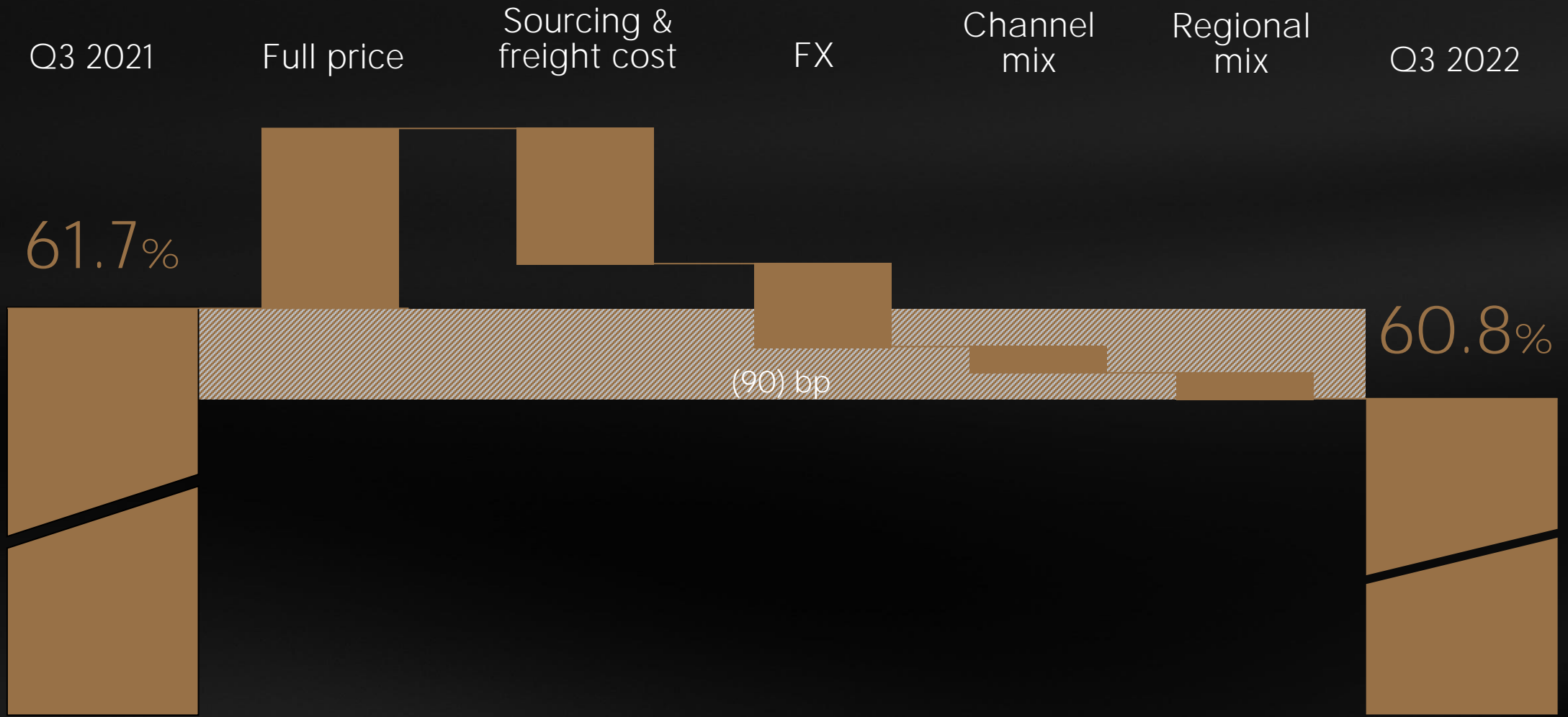
+33%\*

vs Q3 2021

- ▶ Double-digit sales improvements in Q3, driven by significant uptick in consumer sentiment
- ▶ Business in South East Asia & Pacific recovers strongly, leading to double-digit sales increases
- ▶ COVID-19-related restrictions weigh on performance in mainland China

\*CURRENCY-ADJUSTED

# STRONG FULL PRICE SELL-THROUGH SUPPORTS GROSS MARGIN DEVELOPMENT

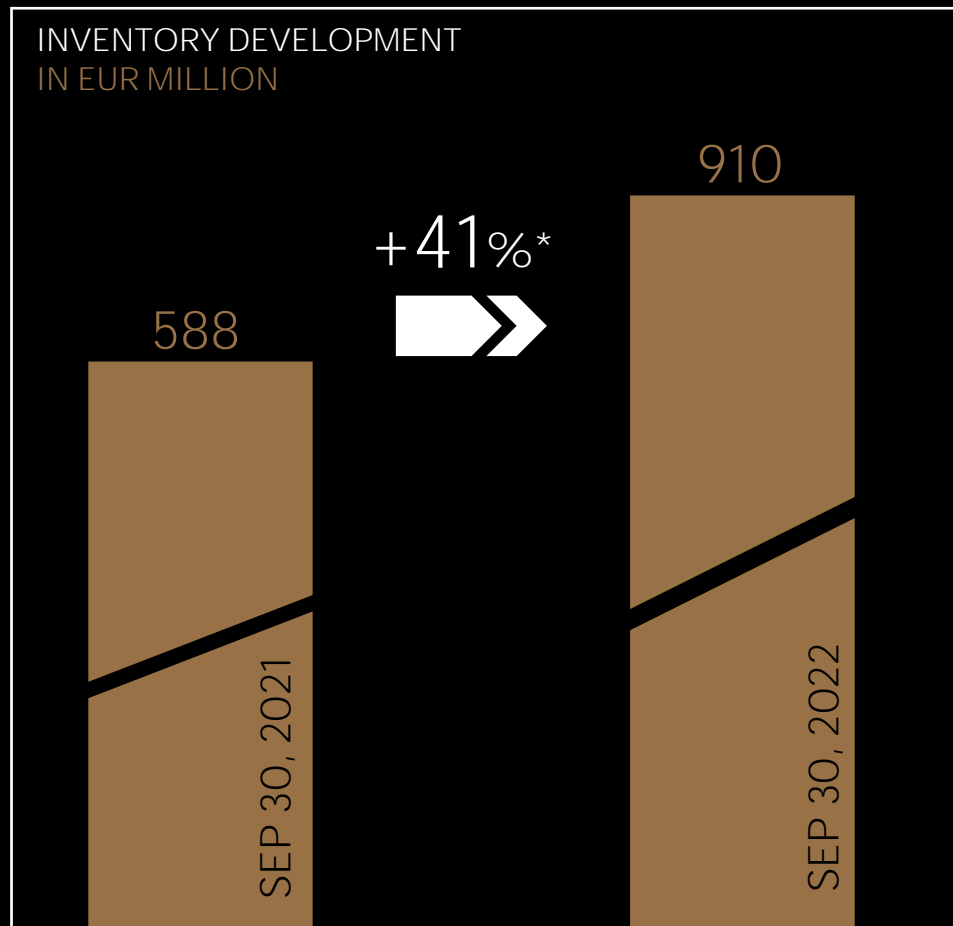




## ROBUST BOTTOM-LINE IMPROVEMENTS DESPITE ONGOING INVESTMENTS

	Q3 2022	CHANGE
<b>GROSS MARGIN</b> STRONG FULL-PRICE SELL-THROUGH OFFSET BY EXTERNAL FACTORS	60.8%	(90) BP
<b>OPERATING EXPENSES</b> (IN % OF SALES) INCREASE IN OPEX <b>DUE TO ONGOING INVESTMENTS IN "CLAIM 5"</b>	50.9%	+50 BP
<b>EBIT</b> ROBUST GROWTH SPURRED BY STRONG TOP-LINE PERFORMANCE	92 EUR MILLION	+8%
<b>EBIT MARGIN</b> GROSS MARGIN DECLINE AND INVESTMENTS WEIGH ON EBIT MARGIN	9.9%	(150) BP

# COMPOSITION OF INVENTORIES REMAINS VERY HEALTHY AND OF HIGH QUALITY



▷ Increase in inventories to support strong top-line momentum and robust order intake for upcoming seasons

▷ Earlier receipt of core merchandise to ensure product availability for upcoming seasons



Vast majority of inventory position is related to core merchandise as well as current/upcoming seasons

\*CURRENCY-ADJUSTED

# TRADE NET WORKING CAPITAL WEIGHS ON FREE CASH FLOW DEVELOPMENT

	SEP 30, 2022	CHANGE
<b>INVENTORIES</b> INCREASE IN INVENTORIES TO SUPPORT FUTURE TOP-LINE GROWTH	910 EUR MILLION	+41%*
<b>TNWC (AS A % OF SALES)</b> IMPROVEMENTS DRIVEN BY STRONG INCREASE IN SALES	14.0%	(660) BP
<b>CAPITAL EXPENDITURE**</b> FOCUS ON OPTIMIZATION OF STORE NETWORK AND DIGITAL EXPANSION	42 EUR MILLION	+64%
<b>FREE CASH FLOW**</b> IMPROVEMENTS IN EBIT MORE THAN COMPENSATED BY TNWC DEVELOPMENT	(5) EUR MILLION	<(100)%

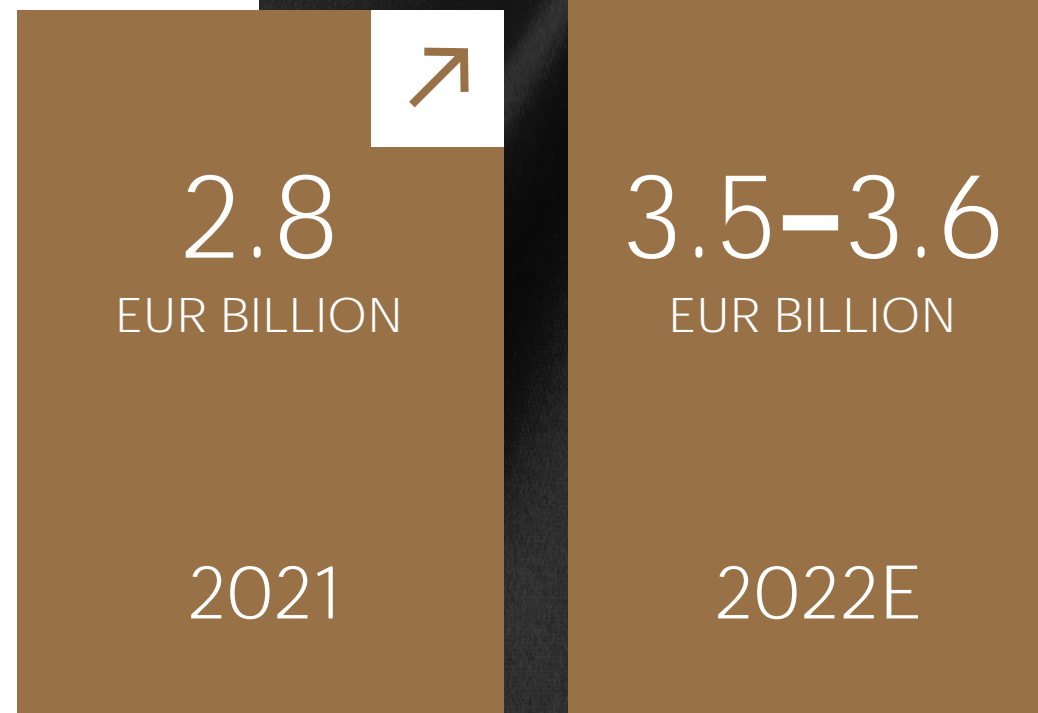
\*CURRENCY-ADJUSTED

\*\*JUL-SEP 2022



# SALES OUTLOOK FOR FULL YEAR 2022

- ▶ Increase in sales outlook following strong top-line performance in Q3
- ▶ Broad-based growth expected across all brands, channels, and regions



# EBIT OUTLOOK FOR FULL YEAR 2022

- ▶ Increase in EBIT outlook despite ongoing investments in "CLAIM 5"
- ▶ Persisting high levels of macroeconomic uncertainties taken into account



## 2022 – A RECORD YEAR FOR HUGO BOSS

- ▶ Broad-based top-line momentum reflects successful execution of “CLAIM 5”
- ▶ Robust foundation laid to continue success story for BOSS and HUGO
- ▶ 2022 to be an important milestone in achieving 2025 financial ambition

**HUGO BOSS**





Q&A



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