

HUGO BOSS

SECOND  
QUARTER  
2024  
RESULTS

AUGUST 1, 2024

2024

# SECOND QUARTER 2024 RESULTS

YVES MÜLLER  
CFO/COO



## MARKET ENVIRONMENT FURTHER DETERIORATES IN SECOND QUARTER

Macroeconomic and geopolitical challenges weigh on global consumer sentiment

Slowdown in sector development continues during the second quarter

Retail sentiment particularly challenging in key markets such as China and the UK



# PERFORMANCE IN SECOND QUARTER IMPACTED BY OVERALL MARKET UNCERTAINTY

## GROUP SALES

AS PRE-RELEASED ON JULY 15

1,015  
EUR MILLION

VS. Q2 2023

(1)%

IN GROUP CURRENCY  
& CURRENCY-ADJUSTED

## EBIT

AS PRE-RELEASED ON JULY 15

70  
EUR MILLION

VS. Q2 2023

(42)%



# ONGOING BRAND STRENGTH SUPPORTED BY RELENTLESS EXECUTION OF "CLAIM 5"

STRONG  
BOOST TO  
BRAND  
RELEVANCE  
FOR BOSS  
AND HUGO



RELATIVE  
OUTPERFOR-  
MANCE DRIVES  
MARKET  
SHARE GAINS



SUCCESSFUL  
EXPANSION OF  
FOLLOWERS  
AND MEMBER  
BASE



CLAIM 5



# SUCCESSFUL EXECUTION OF "CLAIM 5" LEADS TO ONGOING RELATIVE OUTPERFORMANCE

HUGO BOSS

GROUP SALES  
DEVELOPMENT  
VS. Q2 2023

(1)%

PEER GROUP AVERAGE

GROUP SALES  
DEVELOPMENT  
VS. Q2 2023

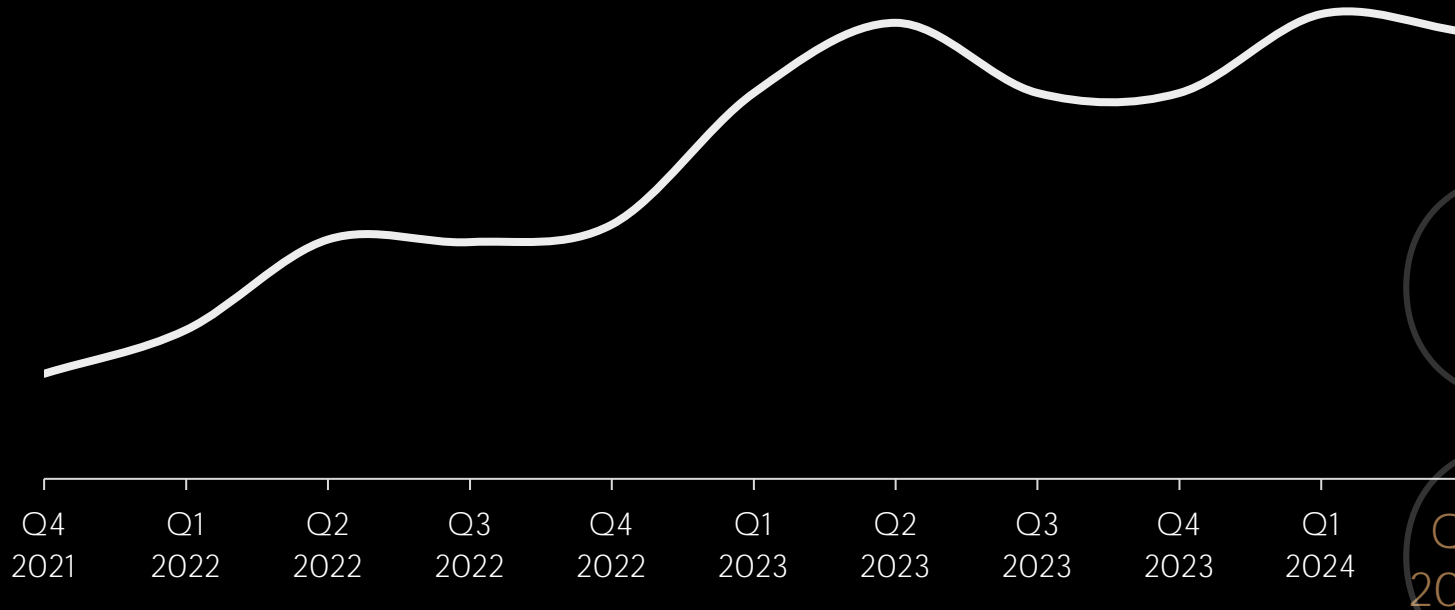
(4)%\*

\*Based on actual results and Bloomberg consensus. Peer Group consists of Burberry, Capri, G-III Apparel, Guess, Levi Strauss, Moncler, PVH, Ralph Lauren, SMCP, Tapestry, VF



# HUGO BOSS Q2 REVENUES CONTINUE TO SIGNIFICANTLY EXCEED 2019 LEVELS

SUCCESSFUL EXECUTION OF "CLAIM 5"



+51%

CURRENCY-ADJUSTED GROUP SALES  
DEVELOPMENT IN % VS. 2019



# SUCCESSFUL ACTIVATION OF MILLENNIALS AND GEN Z VIA FOCUS ON SOCIAL MEDIA

## FOLLOWERS

NEW FOLLOWERS

>10  
MILLION

VS. 2021

## IMPRESSIONS

IMPRESSIONS

~120  
BILLION

VS. 2021

## ENGAGEMENTS

ENGAGEMENTS

~3  
BILLION

VS. 2021

CLAIMS



# HUGO BOSS LAUNCHES INNOVATIVE CUSTOMER LOYALTY PROGRAM

+30%

MEMBER GROWTH  
YOY



~9.5M

TOTAL MEMBER BASE  
END OF Q2



SUCCESSFUL LAUNCH OF  
HUGO BOSS XP IN H1

FURTHER ROLLOUT IN  
H2 2024 AND BEYOND



CLAIM

# H1 GROUP SALES UP 3% CURRENCY-ADJUSTED DESPITE PREVAILING MARKET CONDITIONS

## BRANDS

BOSS MENSWEAR	+2%
BOSS WOMENSWEAR	+4%
HUGO	+6%



BRAND AND PRODUCT INITIATIVES  
SUPPORT MOMENTUM AT  
BOSS AND HUGO

## REGIONS

EMEA	+1%
AMERICAS	+8%
ASIA/PACIFIC	0%



SUBDUED CONSUMER SENTIMENT  
IN KEY MARKETS WEIGHS ON  
REGIONAL PERFORMANCE

## CHANNELS

B&M RETAIL	0%
B&M WHOLESALE	+7%
DIGITAL	+3%
LICENSES	+3%



GROWTH TRAJECTORY IN B&M  
WHOLESALE AND DIGITAL CONTINUES;  
DECLINE IN TRAFFIC WEIGHS ON  
B&M RETAIL

## GROWTH IN THE AMERICAS LARGELY COMPENSATES FOR SOFTNESS IN EMEA AND ASIA/PACIFIC IN Q2

### AMERICAS

+5%\*

VS. Q2 2023

Increase reflects the brands' successful 24/7 lifestyle images

Growth trajectory in U.S. market continues; Latin America records double-digit increase in Q2

### EMEA

(2)%\*

VS. Q2 2023

Slowdown in sector development continues in Q2; weakness in the UK persists throughout the quarter

Emerging markets continue to drive double-digit revenue improvements

### ASIA/PACIFIC

(4)%\*

VS. Q2 2023

Muted local demand weighs on retail consumption in China

Southeast Asia & Pacific up high-single digit, driven by strong performance in Japan

# LOWER STORE TRAFFIC WEIGHS ON B&M RETAIL PERFORMANCE IN Q2

## B&M RETAIL

(2)%\*

VS. Q2 2023

Increase in conversion rates more than offset by decline in store traffic

## B&M WHOLESALE

+5%\*

VS. Q2 2023

Performance reflects robust demand from partners for BOSS and HUGO collections

## DIGITAL

(4)%\*

VS. Q2 2023

Revenue improvements at hugoboss.com (+3%), while partner business remains below prior year

\*CURRENCY-ADJUSTED



# 2024 SALES OUTLOOK\*

Full-year 2024 outlook adjusted  
to account for ongoing macroeconomic uncertainties

HUGO BOSS confident to maintain  
relative outperformance in fiscal year 2024

Solid order intake and more favorable comparison  
base to support H2 top-line development

4.197

EUR BILLION  
2023

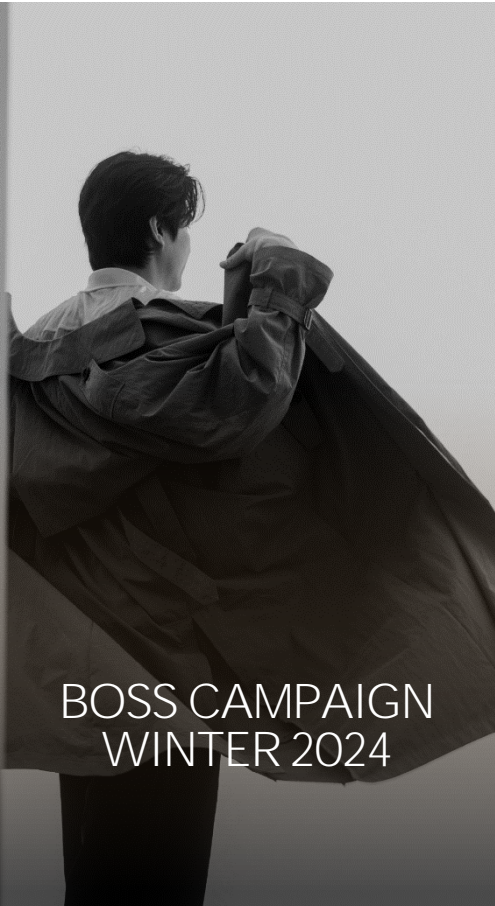
+1% TO +4%  
IN GROUP CURRENCY



~4.20-  
4.35

EUR BILLION  
2024E

## SEVERAL BRAND AND PRODUCT INITIATIVES TO TAKE PLACE IN H2 2024



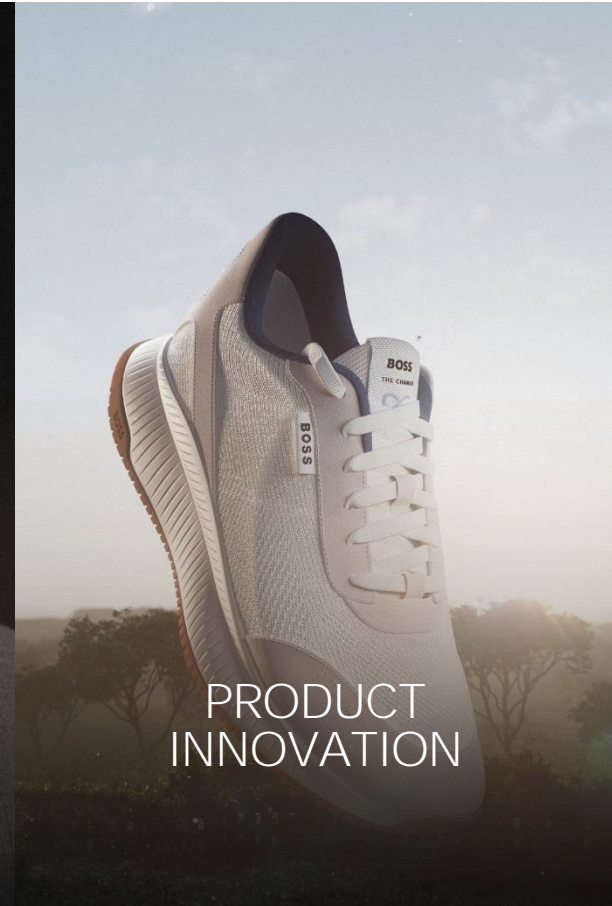
BOSS CAMPAIGN  
WINTER 2024



FASHION  
EVENTS



PARTNERSHIP WITH  
DAVID BECKHAM



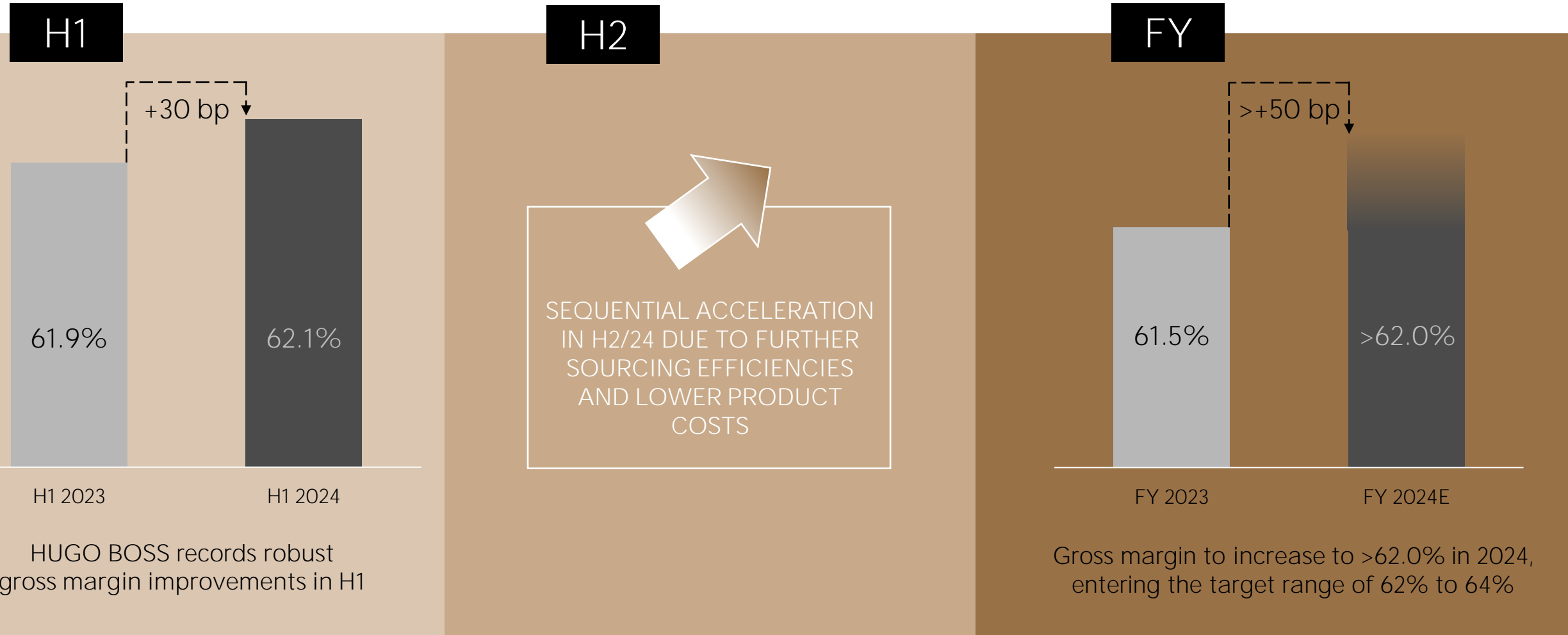
PRODUCT  
INNOVATION

ACCELERATED FOCUS ON

FURTHER IMPROVING  
OPERATIONAL AND  
ORGANIZATIONAL  
PRODUCTIVITY



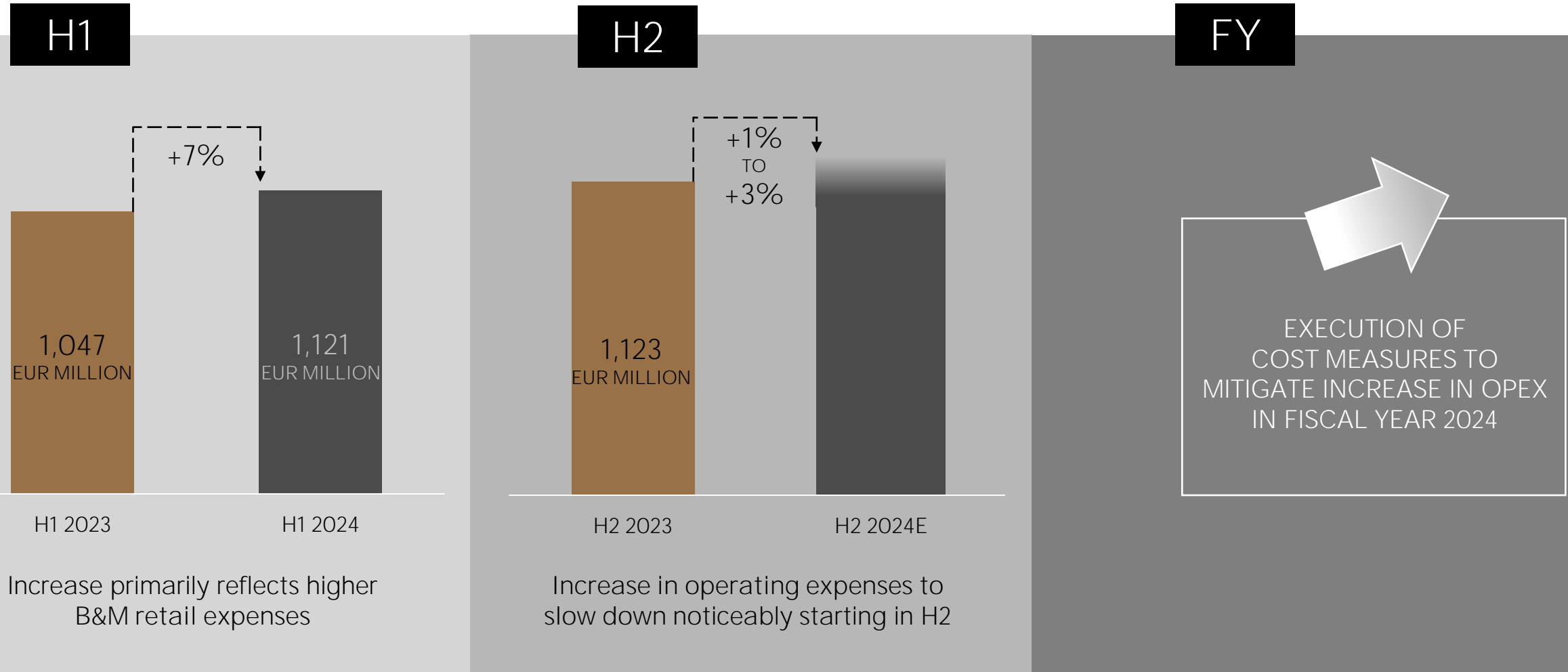
# CAPITALIZING ON OPERATIONAL PLATFORM TO REALIZE FURTHER SOURCING EFFICIENCY GAINS



## GROSS MARGIN DEVELOPMENT



# ACCELERATING OUR COST DISCIPLINE AGAINST ONGOING VOLATILE MACRO ENVIRONMENT



## OPERATING EXPENSES DEVELOPMENT

## SEVERAL COST MEASURES IMPLEMENTED TO MITIGATE INCREASE IN OPERATING EXPENSES



Measures to enhance efficiency and effectiveness implemented during the course of H1/24

Cost measures to noticeably mitigate increase in OpEx and safeguard profitability starting in H2/24

# 2024 EBIT OUTLOOK\*

Full-year 2024 outlook adjusted,  
taking into account the overall market uncertainty

Important cost measures implemented in H1/24  
to support profitability going forward

Bottom-line performance to accelerate in H2/24,  
due to stronger focus on operational and  
organizational efficiency

-15% TO +5%

410

EUR MILLION  
2023

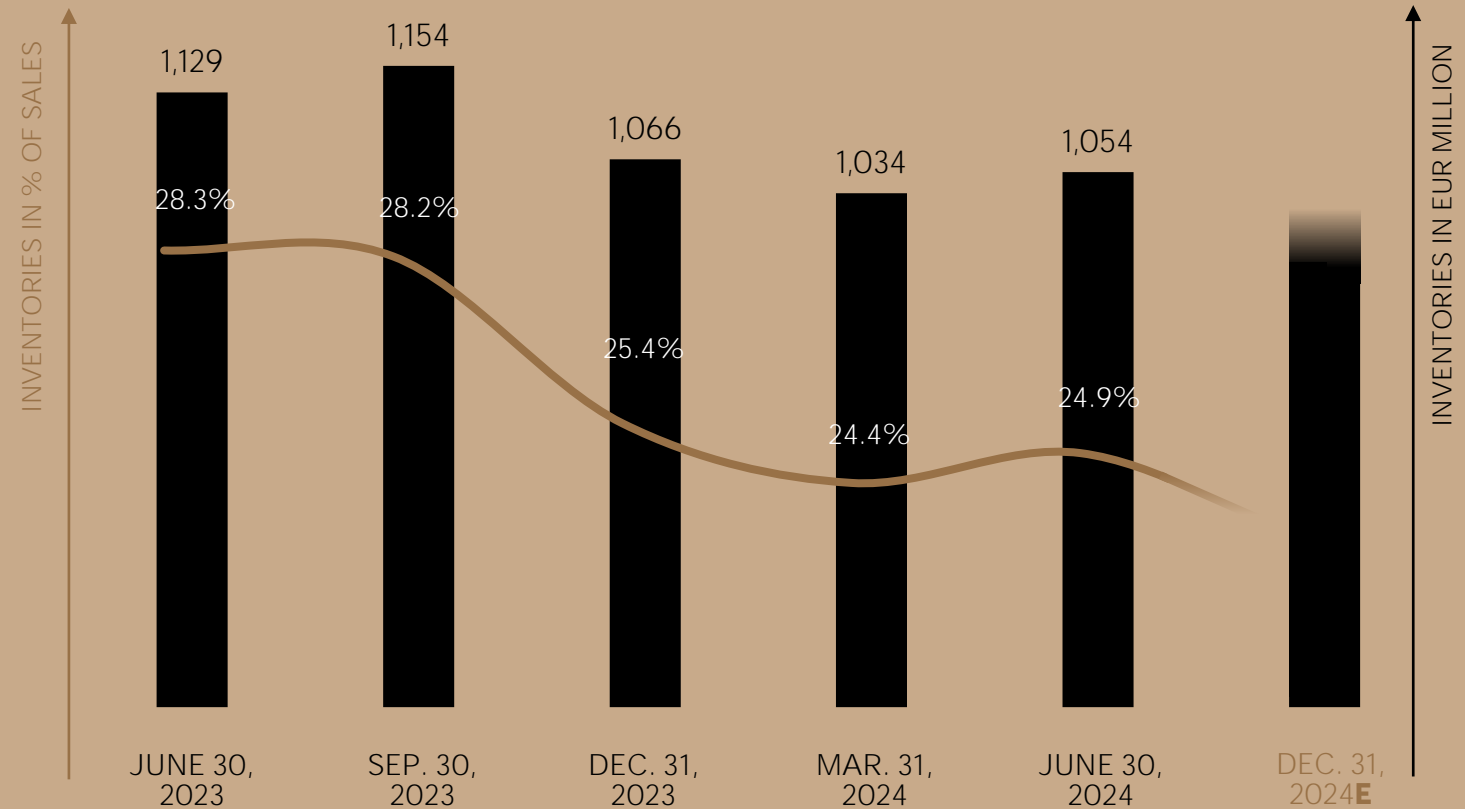
350-  
430

EUR MILLION  
2024E

## FURTHER PROGRESS IN OPTIMIZING INVENTORY POSITION

- ➔ Inventories decline 7%  
currency-adjusted year over year
- ➔ Inventories as a percentage of  
sales well below prior-year level
- ➔ Tight inventory management  
remains key priority

### INVENTORY DEVELOPMENT



## OPTIMIZATION IN INVENTORIES TO FURTHER SUPPORT TNWC AND FREE CASH FLOW GENERATION

### TRADE NET WORKING CAPITAL

APPROACHING  
**20%**  
OF SALES

DEC. 31, 2024E

**21.2%**  
OF SALES

JUNE 30, 2024

Outlook reflects ongoing optimization of inventory position

### CAPITAL EXPENDITURE

**~300**  
EUR MILLION

FY 2024E

**122**  
EUR MILLION

H1 2024

Increased focus on driving CapEx efficiency to support profitability and FCF

### FREE CASH FLOW

**~500**  
EUR MILLION

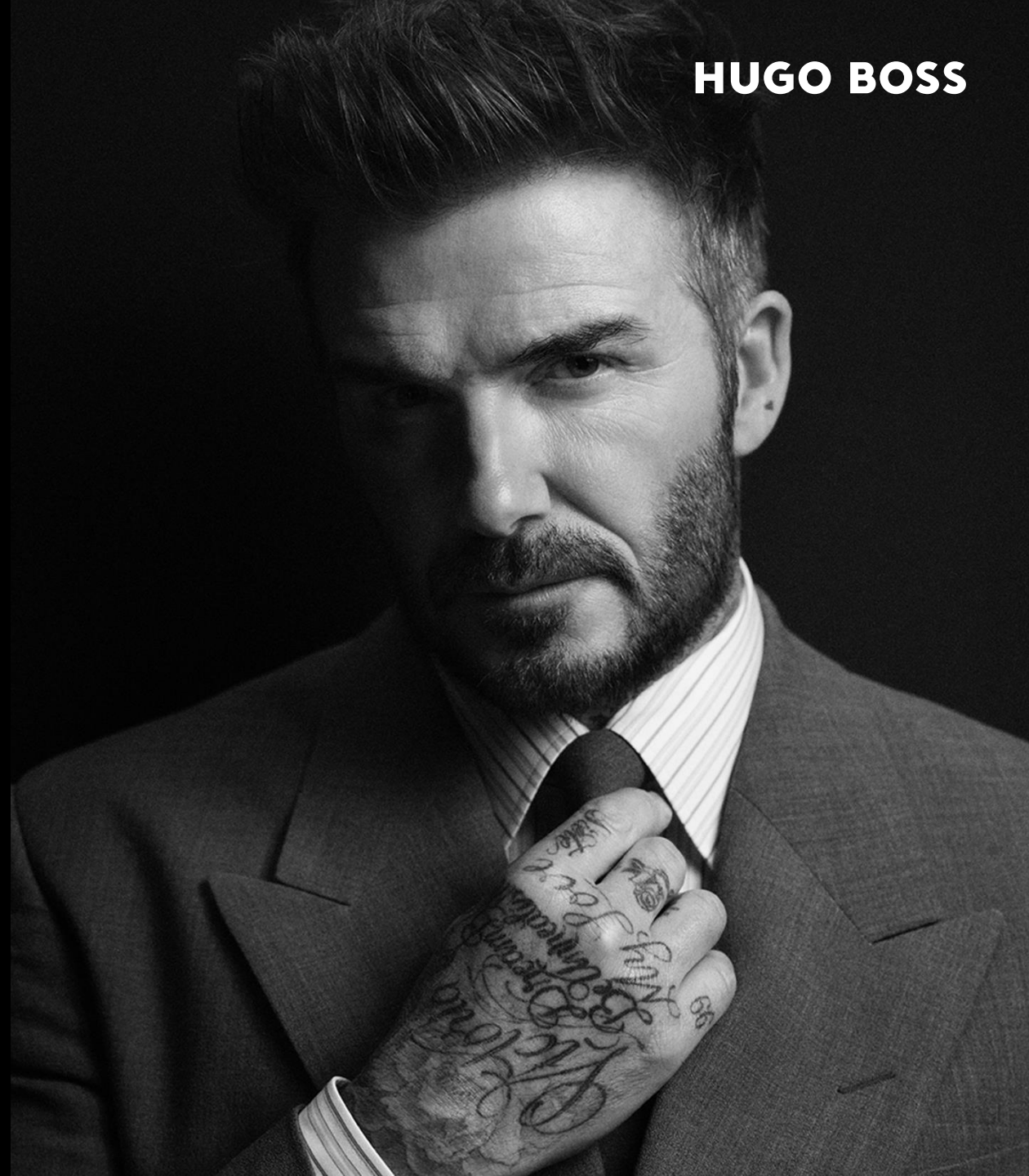
FY 2024E

**156**  
EUR MILLION

H1 2024

FCF generation to further accelerate due to optimization of TNWC and CapEx efficiencies

HUGO BOSS  
FULLY COMMITTED  
TO MAXIMIZING  
SHAREHOLDER  
RETURN IN THE  
LONG TERM



IF YOU'D LIKE TO ASK  
A QUESTION, PRESS  
\* FOLLOWED BY 1

Q&A

