

ANNUAL GENERAL MEETING 2023 - FAQ

The explanations in the invitation to the Annual General Meeting 2023 are authoritative and legally binding.

For reasons of better readability, HUGO BOSS refrains from using gender-specific formulations. The chosen masculine form therefore stands for all genders.

2023

The 2023 Annual General Meeting will be held on

Tuesday, 09 May 2023 at 10:00 CEST

as a **virtual Annual General Meeting** without the physical presence of shareholders or their proxies.

Below you will find the answers to the most important deadlines and frequently asked questions (FAQ) regarding the virtual Annual General Meeting 2023.

2023

29 March 2023	Publication of the Notice of Annual General Meeting in the German Federal Gazette (Bundesanzeiger) and at shareholdermeeting.hugoboss.com
08 April 2023 (24:00 CEST)	Deadline for receipt of request for additions to the agenda by shareholders
24 April 2023 (24:00 CEST)	Deadline for receipt of counter-motions and election nominations by shareholders
02 May 2023 (24:00 CEST)	Deadline for notification of attendance (technical record date)
03 May 2023 (24:00 CEST)	Deadline for receipt of comments
09 May 2023 (10:00 CEST)	Annual General Meeting (live broadcast of the entire Annual General Meeting in the Online Service)
After the AGM	Publication of the results at shareholdermeeting.hugoboss.com

1 When and where will the Annual General Meeting (AGM) 2023 take place?

The Annual General Meeting will be held on 09 May 2023 at 10:00 a.m. (CEST) as virtual AGM without the physical presence of the shareholders or their proxies (with the exception of the proxies of the Company).

2 Can shareholders also attend the AGM on site?

No, it is not possible to attend on site. Instead, we ask you to exercise your voting rights by postal vote or by issuing a proxy to the Company's proxies and to use our Online Service for other shareholder rights (such as verbal contributions).

3 Why is the AGM once more taking place virtually?

The Managing Board and Supervisory Board of HUGO BOSS have decided to hold a virtual AGM to facilitate participation for all shareholders in Germany and abroad who would otherwise be unable to attend due to distance or other obligations. In addition, HUGO BOSS' ongoing sustainability efforts and the claim to lead in digital were key factors in the decision to hold the AGM virtually again this year. Although the AGM does not take place as a physical event, HUGO BOSS highly appreciates the dialog with its shareholders and the exchange therefore takes place live via video. Any shareholder rights of a physical event are thereby preserved and merely transferred to the virtual space.

4 Doesn't the AGM in Germany have to be held as a physical event?

No. In accordance with the new legal basis (Section 118a (1) Sentence 1 of the German Stock Corporation Act (AktG)), the articles of association of the stock corporation may in future authorize the managing board to hold a virtual AGM or even make this mandatory. HUGO BOSS must obtain approval for a corresponding amendment to the Articles of Association at this year's AGM.

5 Until when can I register for this year's AGM?

The registration must be received in German or English no later than 02 May 2023 at 24:00 (CEST) - either by mail or via the Online Service.

Please send postal registrations to:
HUGO BOSS AG
c/o ADEUS Aktienregister-Service-GmbH
PO Box 57 03 64
22772 Hamburg

or by fax: +49 89 207 03 79 51
or by e-mail: hv-service.hugoboss@adeus.de

Further information on the registration procedure can be found on the registration form sent together with the letter of invitation, which can also be used for proxy voting or postal voting, and on shareholdermeeting.hugoboss.com.

6 What are the options for following the AGM?

I am a shareholder and have registered for the AGM in due time:

If you are a shareholder and have registered in due time, the best way to follow the AGM is via the Online Service. The Online Service is the only place where you have access to all shareholder rights, such as the option to ask questions by video.

I am a shareholder but have not registered for the AGM:

Even if you are not a registered shareholder, you can follow the AGM live and in full length via the Online Service. Only shareholder rights such as asking questions or voting are not possible in this case.

I am not a shareholder:

For the general public, the opening of the AGM by the Chairman of the Supervisory Board and the speech by the Managing Board will be available via livestream at shareholdermeeting.hugoboss.com. However, other components of the AGM, such as questions from shareholders and answers from the Managing Board members or the votes, can only be followed via the Online Service – and thus only by shareholders.

I am a press representative:

Press representatives can obtain accreditation via press@hugoboss.com.

7 How can I login in the Online Service?

The Online Service can be accessed at shareholdermeeting.hugoboss.com under "Annual General Meeting 2023", subitem "Service for the AGM" under the link "Online Service AGM".

You can access the Online Service by entering your shareholder number and your self-selected access password or the individual access number that you can find in your invitation. Shareholders whose registration in the shareholder register takes place after 18 April 2023 can request login data for the Online Service via hv-service.hugoboss@adeus.de.

The Online Service for the AGM is expected to be available from the 15th calendar week of 2023.

8 How can shareholders or proxies get new logins if they can't find their credentials?

New access data can be requested by phone via +49 7123 94 80910 or by e-mail via hv-service.hugoboss@adeus.de.

9 How can shareholders ask questions?

Shareholders or their proxies have to register for asking questions in the Online Service and ask them via video. There is no other option for submitting questions, either before or during the AGM. The Chairman of the Meeting will explain the procedure in more detail.

10 Are follow-up questions allowed?

Yes, there is a right to ask follow-up questions regarding all answers given by the Managing Board and questions asked during the AGM.

11 How does it work to ask questions via video?

After shareholders have raised their interest to speak via the Online Service, they will be called by the Chairman of the Meeting to enter the virtual waiting room. The questioner will then be assisted by the technical staff (operator) to check the image and sound quality. Once the functionality has been successfully verified, shareholders are connected live to the AGM and can start to speak.

12 What should shareholders keep in mind for joining via video?

After shareholders registered their interest to speak, an operator will be on hand to assist with the technical setup.

Please choose a quiet environment with as little background noise as possible and make sure that you are well lit. Please also ensure a stable internet connection (upload/download bandwidth of 5 Mbit/second). Active VPN connections (virtual private network) result in reduced transmission quality and are therefore not recommended. Ideally, please make use of a headset.

13 How and until when can shareholders exercise or change/revoke their voting rights?

Shareholders may exercise their voting rights by postal vote, by proxy or by issuing a power of attorney and instructions to the Company's proxies. This must be done by mail no later than 08 May 2023 at 24:00 CEST. After that, voting rights may only be cast or changed by fax, e-mail or via the Online Service until the time specified by the Chairman of the Meeting during the AGM.

Further information on postal voting and on exercising voting rights by granting power of attorney and issuing instructions to the Company's proxies can be found in the invitation to the AGM.

14 Will a replay of the AGM be available?

As in previous years, the opening of the virtual AGM by the Chairman of the Meeting and the speech by the Managing Board will be available as a replay following the AGM at shareholdermeeting.hugoboss.com.

15 What is the proposed dividend for fiscal year 2022 and when will it be paid?

It will be proposed to the AGM that a dividend of EUR 1.00 per ordinary registered share with dividend rights be paid. The entitlement to the dividend is due on the third business day following the AGM resolution, i.e. 12 May 2023.