

ANNUAL GENERAL MEETING 2023

MAY 09

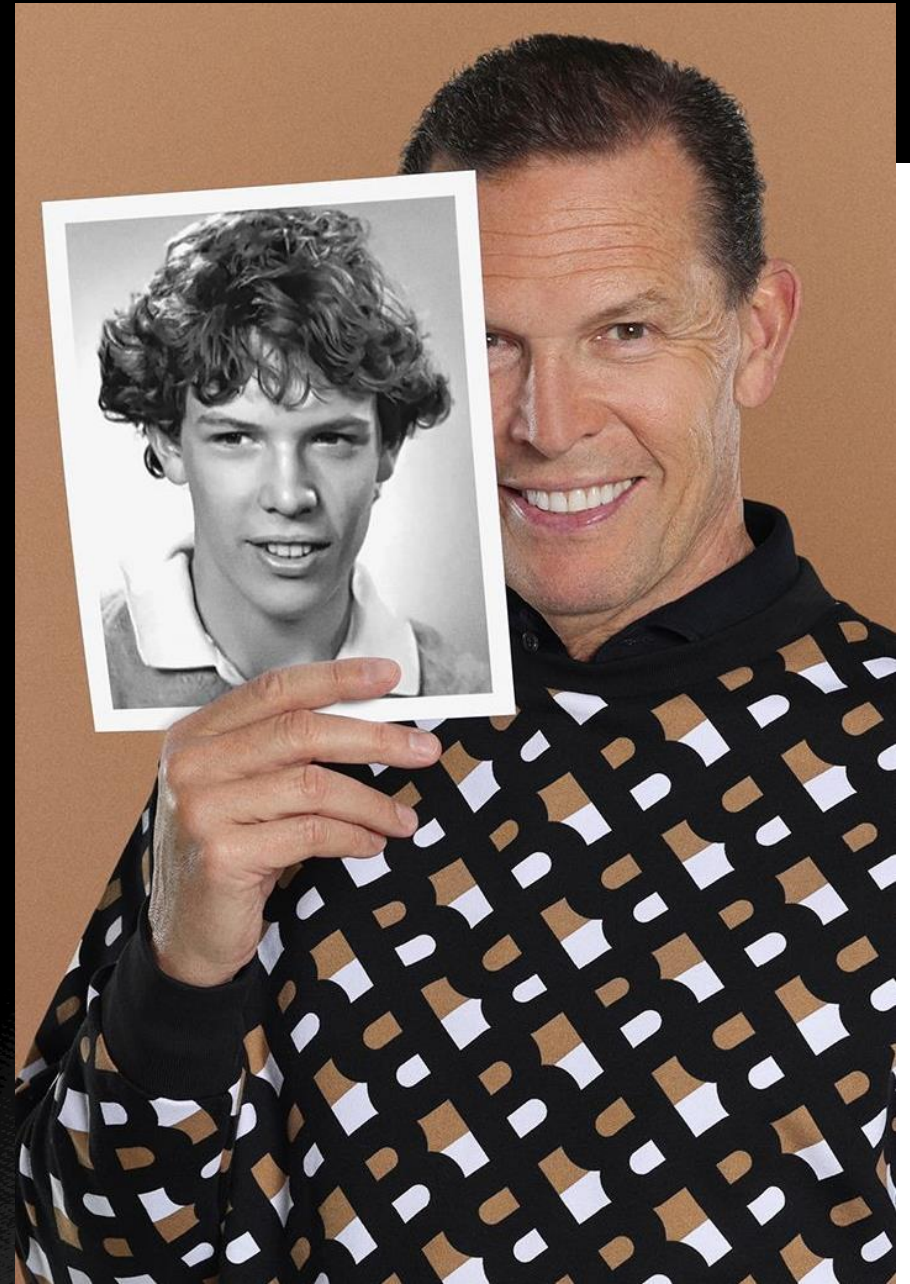
HUGO BOSS



DANIEL GRIEDER

CEO

AGM2023



THANK YOU!



HUGO BOSS

AGENDA AGENDA AGENDA



STRATEGIC
PROGRESS
2022

01

OPERATIONAL
BUSINESS
PERFORMANCE
2022

02

OUTLOOK
FISCAL YEAR
2023

03

BECOME THE LEADING
PREMIUM TECH-DRIVEN
FASHION PLATFORM
WORLDWIDE

VISION



WE LOVE FASHION,
WE CHANGE FASHION

MISSION

HUGO BOSS



AMBITION

BECOME ONE OF THE
TOP 100 GLOBAL BRANDS

HUGO BOSS

2022 –
A RECORD YEAR
FOR HUGO BOSS

RECORD YEAR



EXECUTION OF "CLAIM 5"

ACCELERATES TOP- AND BOTTOM-LINE GROWTH



"CLAIM 5"
SUCCESSFUL
EXPANSION OF
MARKET SHARES



3.7 € BILLION
RECORD SALES
IN FISCAL YEAR
2022



335 € MILLION
STRONG
BOTTOM-LINE
IMPROVEMENTS

STRATEGIC PROGRESS 2022

"CLAIM 5" STRATEGY



NEW ERA WITH
COMPREHENSIVE
BRAND REFRESH



UNIQUE BRAND EVENTS INCREASE GLOBAL BRAND RELEVANCE



HUGO

BOSS

BRAND REFRESH LEADS TO RECORD- BREAKING RESULTS ON SOCIAL MEDIA

BOSS

~1.5 MIO.
NEW FOLLOWERS
ON INSTAGRAM

HUGO

+900%
FOLLOWER GROWTH
ON TIKTOK



BRANDING REFRESH RESULTS IN DOUBLE-DIGIT GROWTH ACROSS BOTH BRANDS

*CURRENCY-ADJUSTED



+27%*

VS. 2021
BOSS
MENSWEAR



+21%*

VS. 2021
BOSS
WOMENSWEAR



+27%*

VS. 2021
HUGO

SPRING/SUMMER
2023 CAMPAIGNS
CONTINUE TO FUEL
BRAND MOMENTUM



#BEYOUROWNBOSS



#HUGOYOURWAY

A nighttime photograph of a fashion show runway. The runway is illuminated with bright lights, and a large fountain of water is visible in the foreground. In the background, a modern building with a distinctive, angular roof is lit up, and a city skyline with tall buildings is visible under a dark sky. The text "BOSS SPRING/SUMMER 2023 FASHION SHOW MIAMI" is overlaid on the left side of the image.

BOSS
SPRING/SUMMER
2023 FASHION
SHOW MIAMI

EXCITING COLLABORATIONS WITH INSPIRING PERSONALITIES AND BRANDS



BOSS X
MATTEO



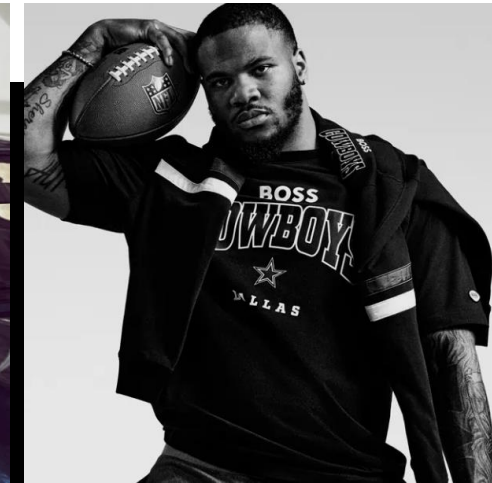
BOSS X
ALICIA



BOSS X
PERFECT MOMENT



PORSCHE
X BOSS



BOSS X
NFL

EXCEPTIONAL COLLABORATIONS WITH STRONG FOCUS ON GEN Z



HUGO X
MR. BATHING APE



HUGO X
REPLAY



HUGO X
IMAGINARY ONES

HUGO
HUGO
HUGO
HUGO
HUGO
HUGO
HUGO

Strong and
diverse
product mix

Clear brand
lines for
every
occasion

Growth
opportunities
in important
product
categories

24/7 LIFESTYLE IMAGE
SUCCESSFULLY
IMPLEMENTED



HUGO BOSS
DIGITAL
CAMPUS

SYSTEMATIC
USE OF DATA
ALONG THE ENTIRE
VALUE CHAIN



REBALANCE OMNICHANNEL

LINKING
DIGITAL AND
PHYSICAL
COMMERCE

01

BEST-IN-CLASS
CUSTOMER
EXPERIENCE

02

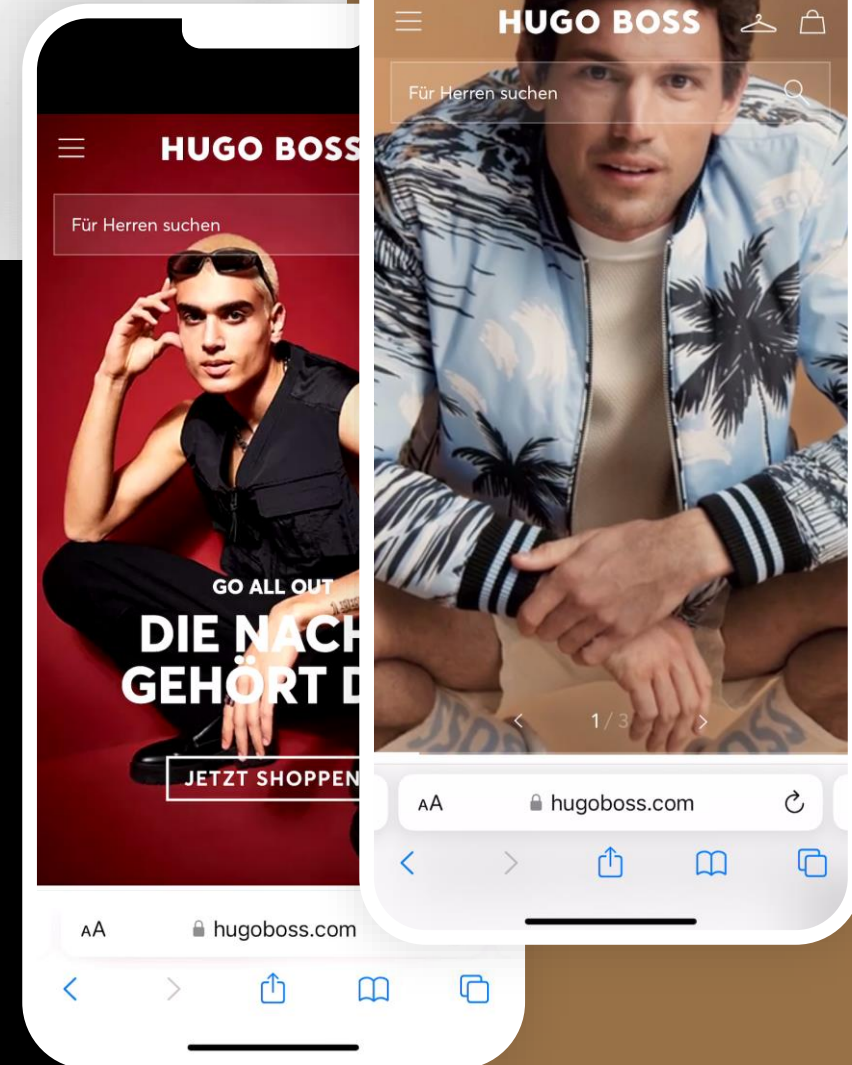
RECORD SALES ON HUGOBOSS.COM



+15%*

DIGITAL BUSINESS

* CURRENCY-ADJUSTED.



SUCCESSFUL RELAUNCH
OF HUGO BOSS APP

MODERNIZATION OF STORE NETWORK IN FULL SWING



KUALA
LUMPUR



VIENNA



LONDON

>200

RENOVATED
POINTS OF SALE

11,900€

SALES PER
SQUARE METER

IMPROVED BRAND POSITIONING IN WHOLESALE



24/7 LIFESTYLE
POSITIONING
SUCCESSFULLY
FOSTERED

01

VISIBILITY &
PENETRATION
STRONGLY
IMPROVED

02

ROBUST
ORDER INTAKE
ALSO FOR 2023

03



WELL-BALANCED
GLOBAL SOURCING
MIX

46%

Share of total
sourcing volume
attributable to
Europe

OWN
PRODUCTION

14%

Share of total
sourcing volume

INTELLIGENT AND
TECH-DRIVEN
BUSINESS
OPERATIONS
PLATFORM

DIGITAL
TWIN

EFFICIENT AND
ROBUST SUPPLY CHAIN

STRENGTHENING OF LARGEST OWN PRODUCTION SITE IN IZMIR



NEW FACTORY

Share of casualwear as a percentage of total volume in Izmir

20%

NEW EMPLOYEES

in 2022

+1,000

SUSTAINABILITY AS AN INTEGRAL PART OF OUR BUSINESS ACTIVITIES

PRODUCT

Long-lasting products with high social & environmental standards

01

PLANET

Environmentally friendly and resource-efficient production processes

02

PEOPLE

Social well-being along our value chain

03

2030

(50)%

Reduction of CO₂ emissions

2050

NET
ZERO

STRONG COMMITMENT TO CLIMATE ACTION AND CIRCULARITY

EXTEND PRODUCT
LIFE CYCLES



REDUCE
WASTE

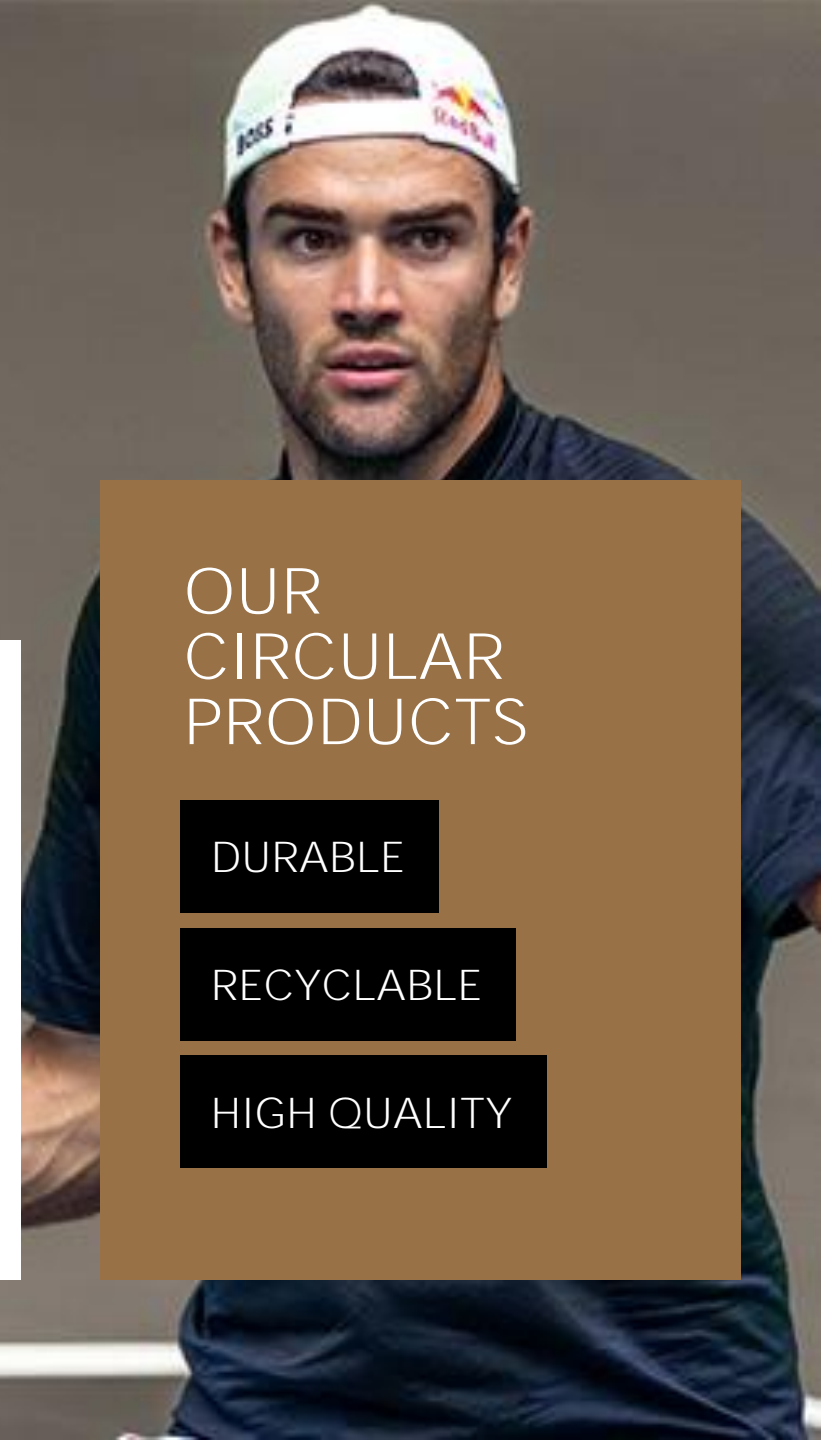
HIGH-
PERFORMANCE
POLOSHIRT WITH
HEIQ-AEONIQ™
FIBERS

OUR
CIRCULAR
PRODUCTS

DURABLE

RECYCLABLE

HIGH QUALITY



6TH TIME
IN A ROW

Renewed inclusion
in DJSI World and
Europe

2ND BEST
SCORE

in the textile,
apparel, and
luxury segments



SUSTAINABILITY RANKINGS
AS EVIDENCE OF SUCCESSFUL
SUSTAINABILITY WORK



Dow Jones
Sustainability Indexes

An aerial photograph of a dense, vibrant green forest. A winding river or stream flows through the center of the forest, reflecting the sky. The trees are thick and varied in shades of green, with some mist or low clouds hanging in the air, creating a soft, ethereal atmosphere. The overall scene is a lush, natural landscape.

BOLD FOR THE PLANET

HUGO BOSS FOUNDATION

WE SUPPORT

HUGO BOSS

PROVIDING THE BEST POSSIBLE WORK ENVIRONMENT

NEW
EMPLOYEES

+3,000

New jobs at
HUGO BOSS globally

INVESTMENTS
AT THE
METZINGEN SITE

DAYCARE
CENTER

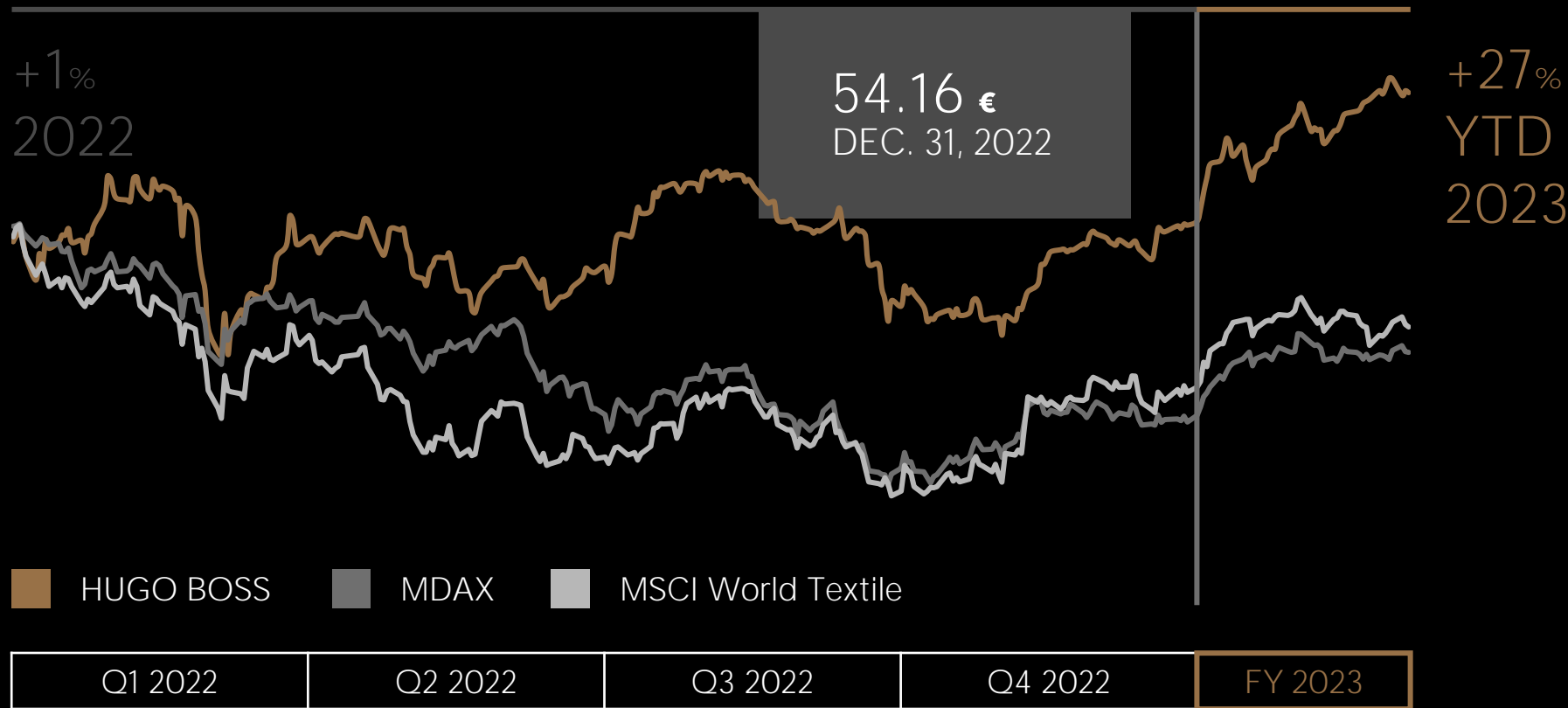
Opening in 2023

EMPLOYEE
SHARE
PROGRAM

SHARE

Start in 2023

HUGO BOSS SHARE WITH STRONG PERFORMANCE



68.98 €
MAY 08, 2023



DIVIDEND PROPOSAL FOR FISCAL YEAR 2022



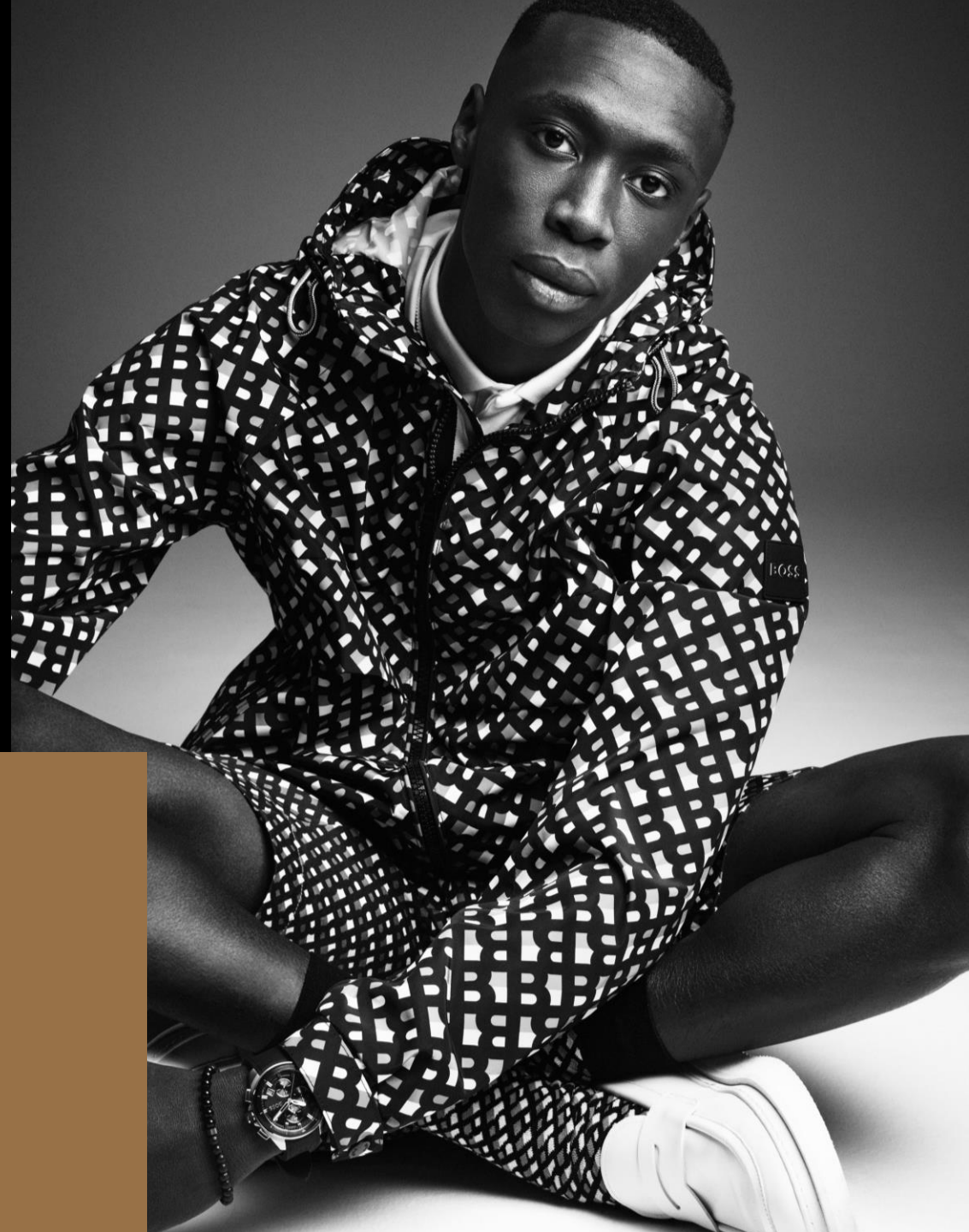
+43%

DIVIDEND
INCREASE



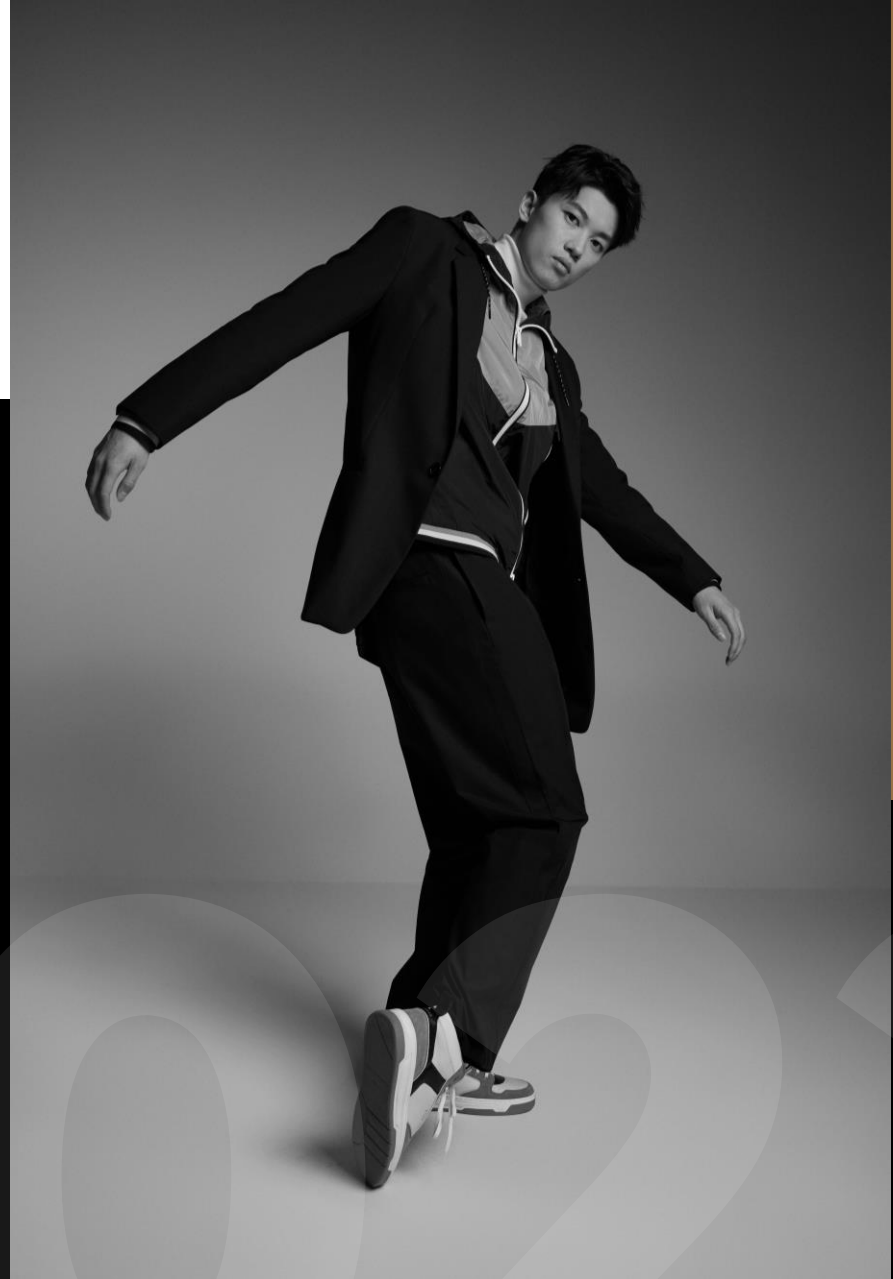
1.00 €

DIVIDEND
PER SHARE





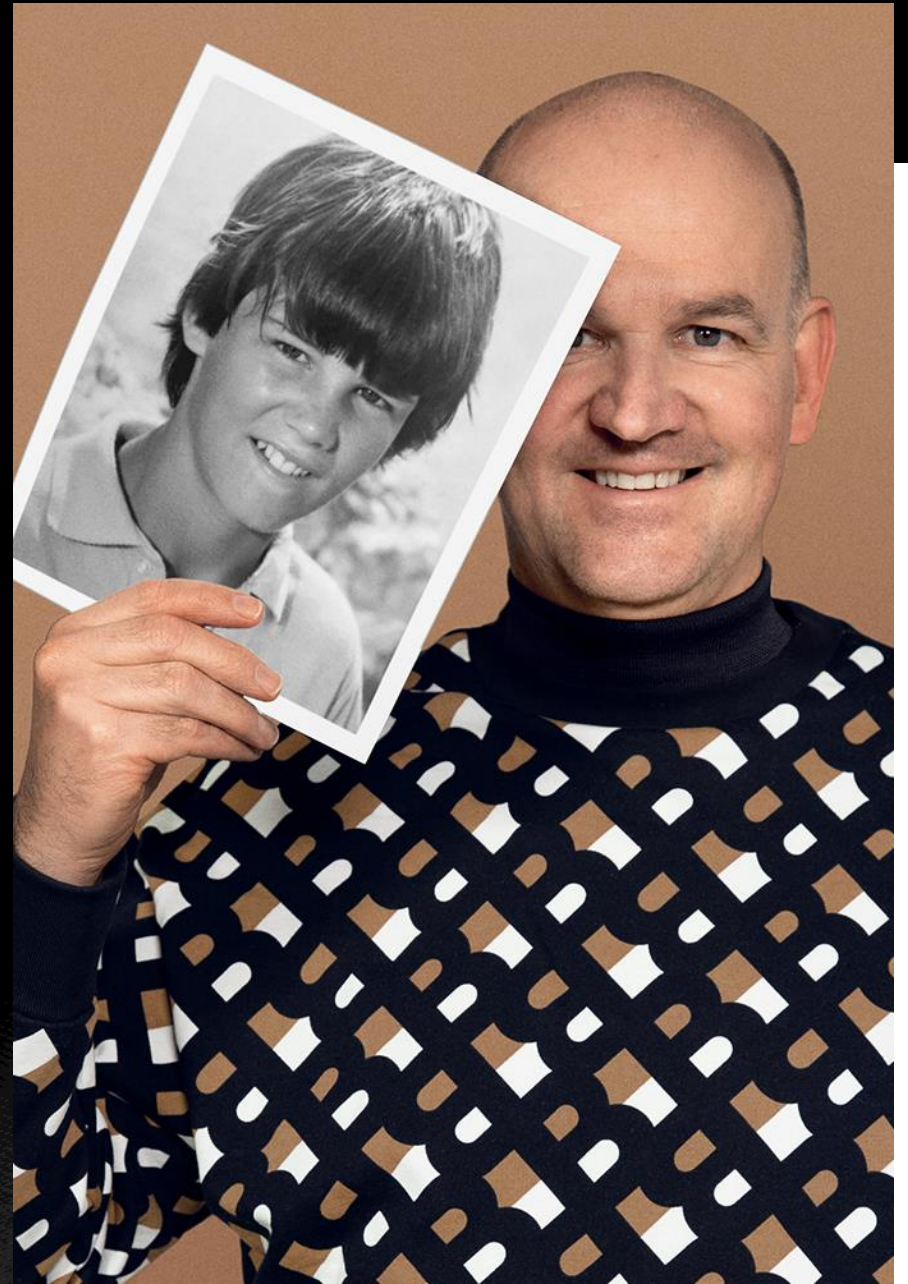
2022 -
HUGO BOSS
WELL POSITIONED
FOR THE FUTURE



YVES MÜLLER

CFO & COO

AGM2023



OPERATIONAL
BUSINESS
PERFORMANCE
2022

IN 2022

GUIDANCE EXCEEDED

* CURRENCY-ADJUSTED



3,651 € MILLION
SALES

+27%*
VS. 2021

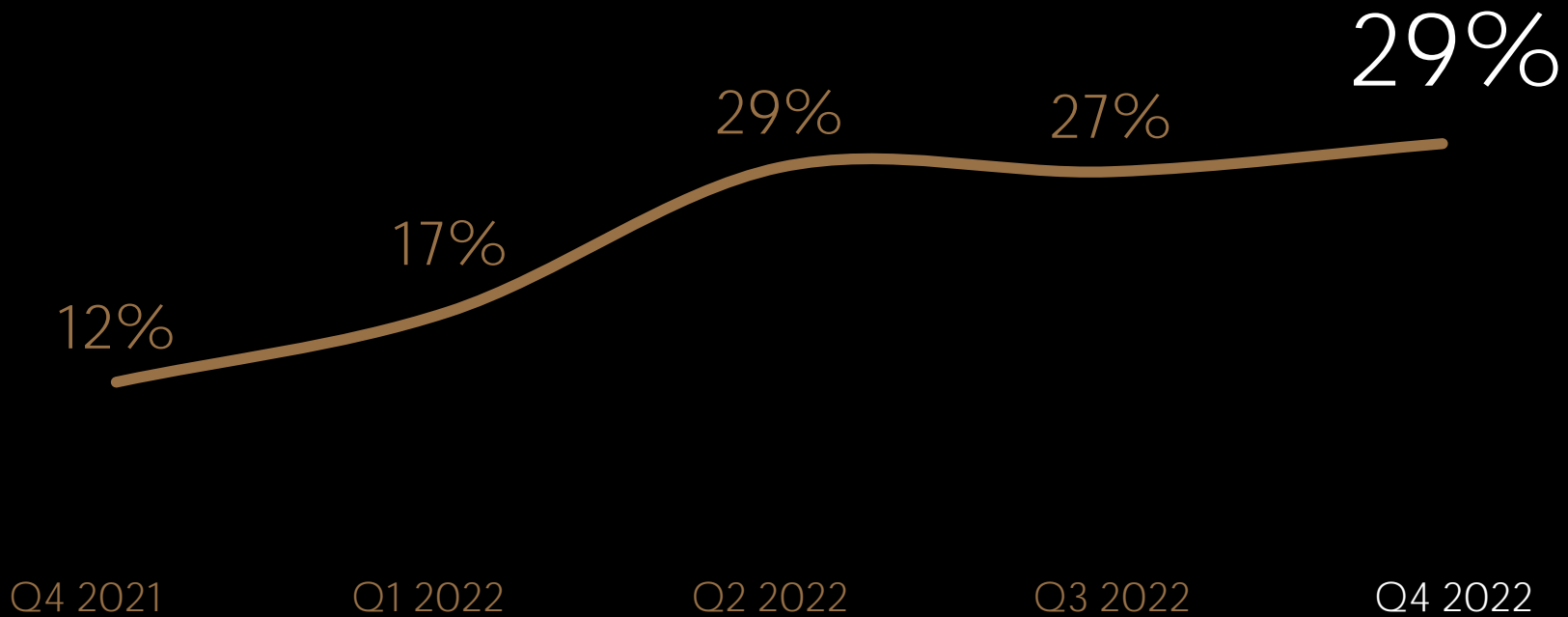


335 € MILLION
EBIT

+47%
VS. 2021

"CLAIM 5" ACCELERATES TOP-LINE MOMENTUM IN 2022

GROUP SALES DEVELOPMENT*
VS. 2019 LEVELS



EMEA

Double-digit growth in key markets such as the UK, France, and Germany

Strong business with local consumers as well as international tourists



+32%

VS. 2021*

* CURRENCY-ADJUSTED



AMERICAS



+29%

VS. 2021*

* CURRENCY-ADJUSTED

Broad-based momentum with double-digit growth across all markets

24/7 brand image in U.S. market successfully fostered



ASIA/ PACIFIC

Strong double-digit growth
outside China

Business in China in 2022
impacted by pandemic-related
temporary store closures



+6%

VS. 2021*

* CURRENCY-ADJUSTED



DOUBLE-DIGIT GROWTH ACROSS ALL CONSUMER TOUCHPOINTS

* WÄHRUNGSBEREINIGT



BRICK-AND-
MORTAR
RETAIL

+29%*

VS. 2021

Significant productivity
improvements



BRICK-AND-
MORTAR
WHOLESALE

+33%*

VS. 2021

Robust demand from
wholesale partners



DIGITAL

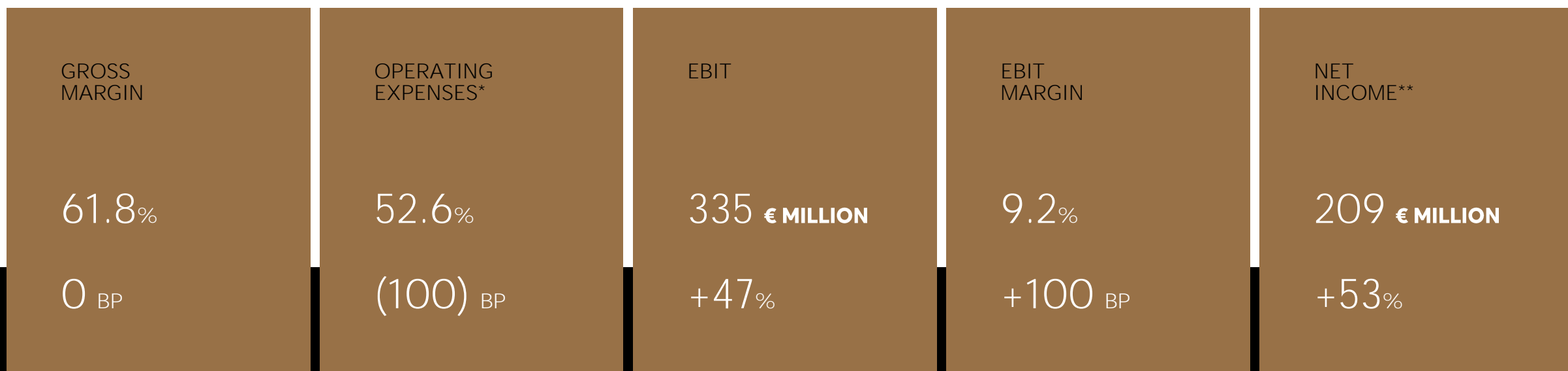
+15%*

VS. 2021

Double-digit growth of
hugoboss.com



STRONG IMPROVEMENTS IN EBIT DESPITE SIGNIFICANT INVESTMENTS



*IN % OF SALES

**ATTRIBUTABLE TO SHAREHOLDERS

STEP-UP IN BRAND AND DIGITAL INVESTMENTS

MARKETING

+41%

INCREASE
VS. 2021

7.9%

AS A PERCENTAGE
OF SALES

DIGITAL

+15%

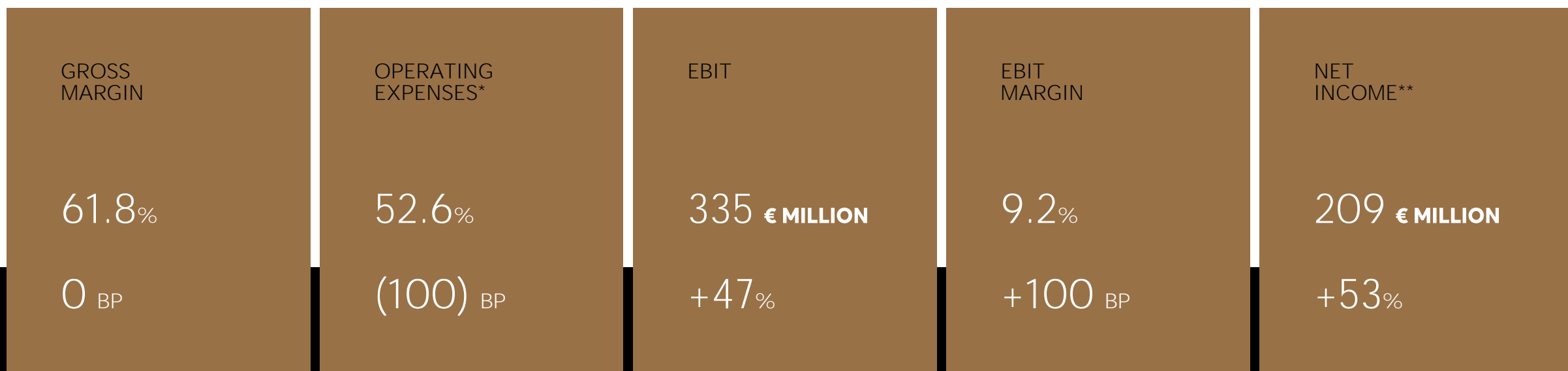
INCREASE
VS. 2021

5.2%

AS A PERCENTAGE
OF SALES



STRONG IMPROVEMENTS IN EBIT DESPITE SIGNIFICANT INVESTMENTS

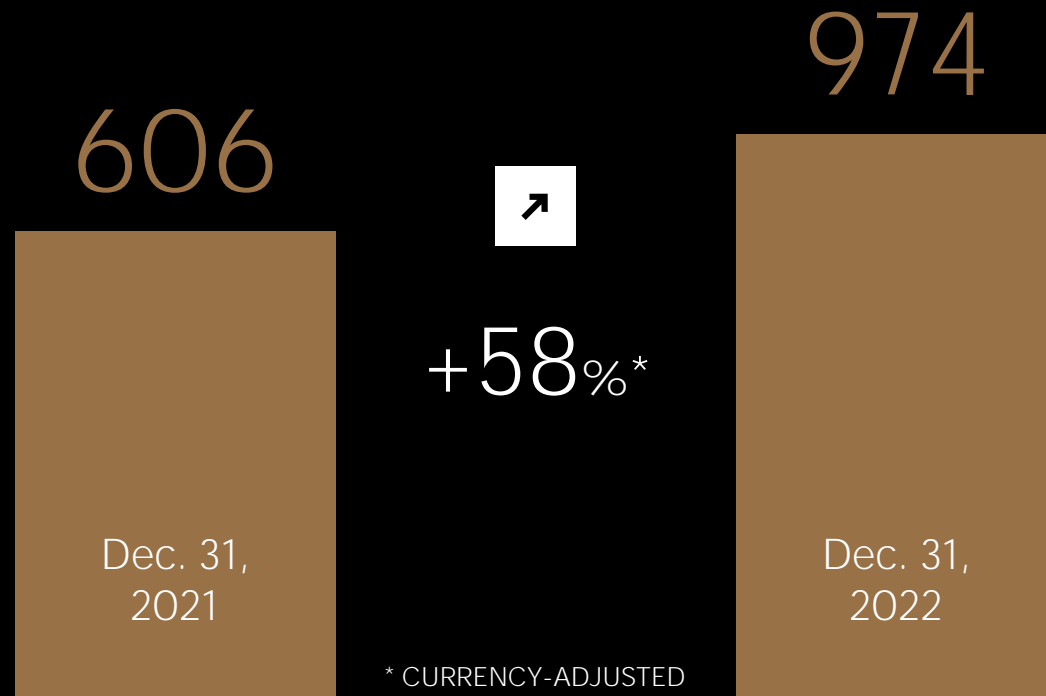


*IN % OF SALES

**ATTRIBUTABLE TO SHAREHOLDERS

INCREASE IN INVENTORIES TO SUPPORT FUTURE TOP-LINE GROWTH

INVENTORY DEVELOPMENT
IN € MILLION



Vast majority is related to upcoming seasons as well as core merchandise



Gradual normalization expected in 2023

VERY SOLID FINANCIAL POSITION FURTHER STRENGTHENED

2022
NET FINANCIAL
POSITION

38 € MILLION

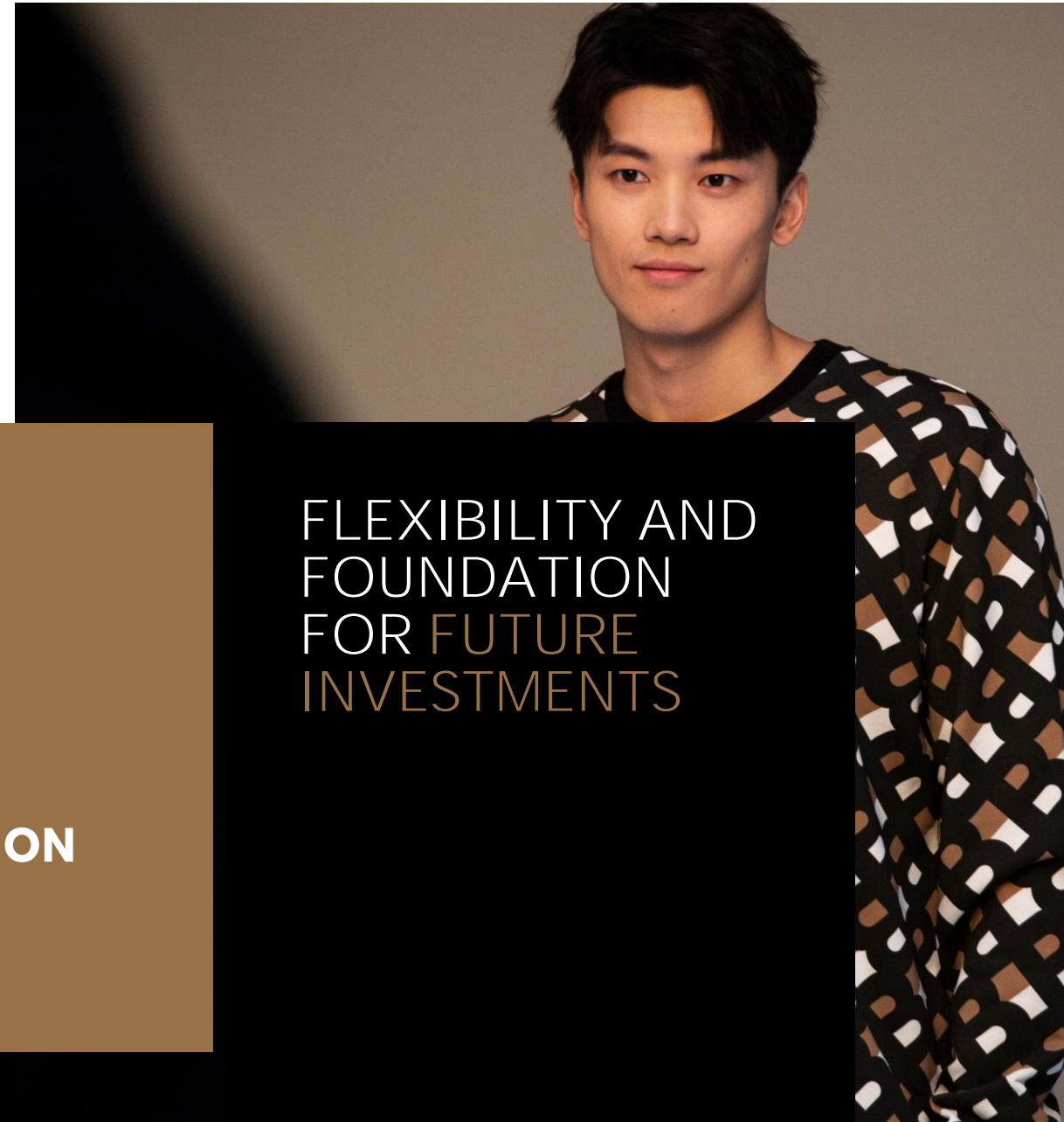
Excl. IFRS 16

2022
FREE CASH
FLOW

166 € MILLION

(70)%

FLEXIBILITY AND
FOUNDATION
FOR FUTURE
INVESTMENTS

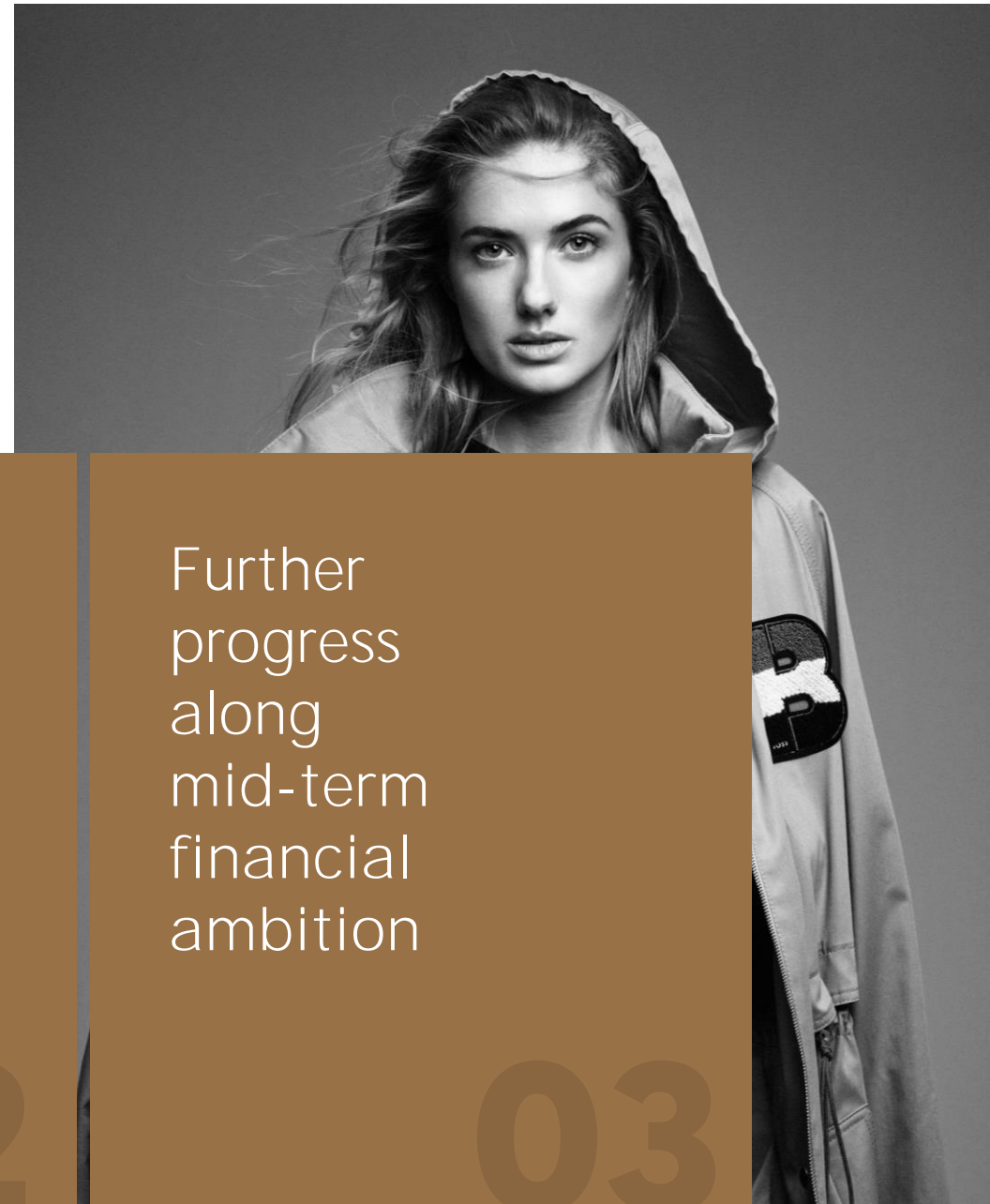


OUTLOOK 2023

EXPECTATIONS



2023 – A FURTHER IMPORTANT MILESTONE



Rigorous
execution of
"CLAIM 5"
remains top
priority

01

Ongoing
investments
as part of
"CLAIM 5"

02

Further
progress
along
mid-term
financial
ambition

03

GROUP SALES
968 **€ MILLION**

+25%*

VS. Q1 2022

EBIT
65 **€ MILLION**

+63%

VS. Q1 2022

* CURRENCY-ADJUSTED

HUGO BOSS WITH HIGHLY
SUCCESSFUL START TO 2023



2023 –
ANOTHER
RECORD YEAR
FOR HUGO BOSS



2023

OUTLOOK 2023

GROUP SALES
2023

~4.0

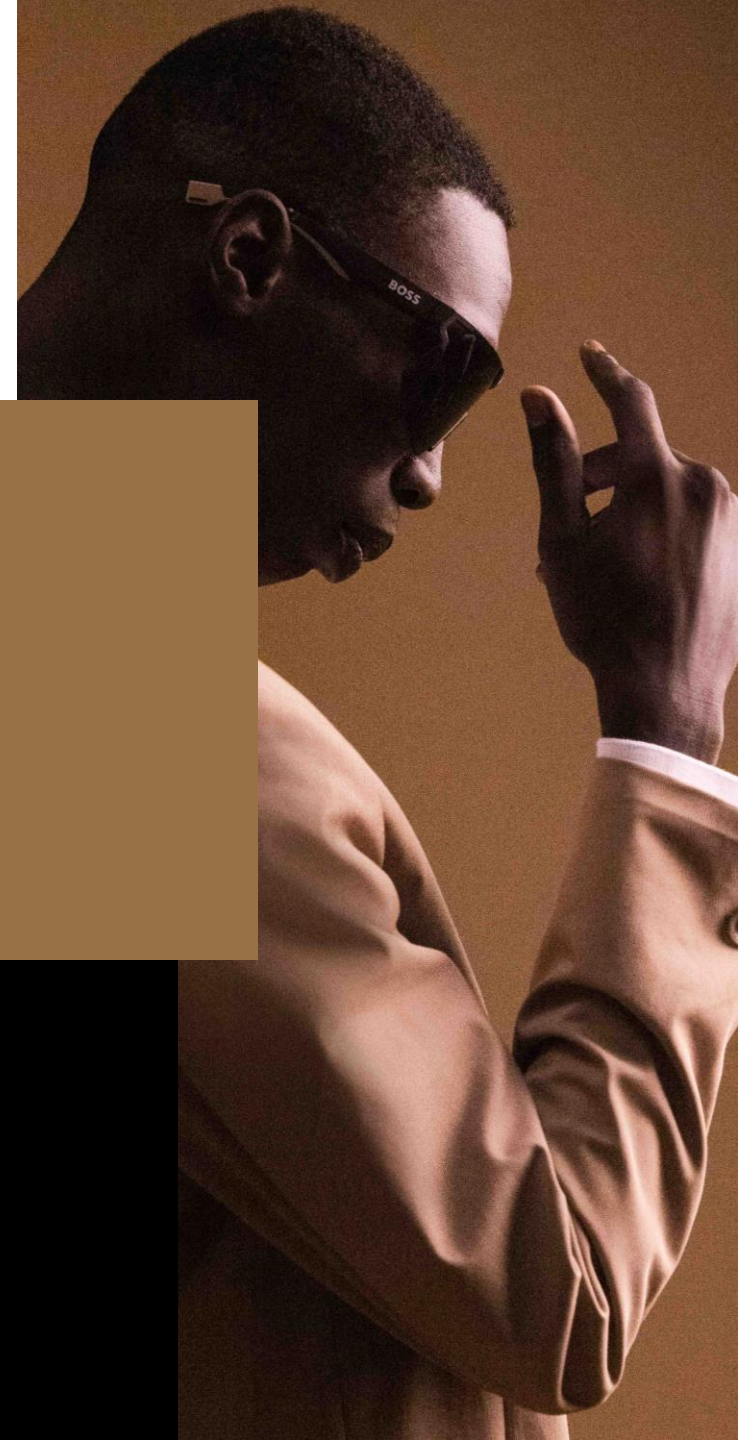
€ BILLION

INCREASE
OF AROUND

+10%

VS. 2022

BROAD-BASED SALES GROWTH
ACROSS ALL BRANDS, CHANNELS,
AND REGIONS



OUTLOOK 2023

EBIT
2023

370-400

€ MILLION

INCREASE
OF

+10-20%

VS. 2022

SALES GROWTH AND EFFICIENCY
GAINS LEAD TO SIGNIFICANT
INCREASE IN EBIT



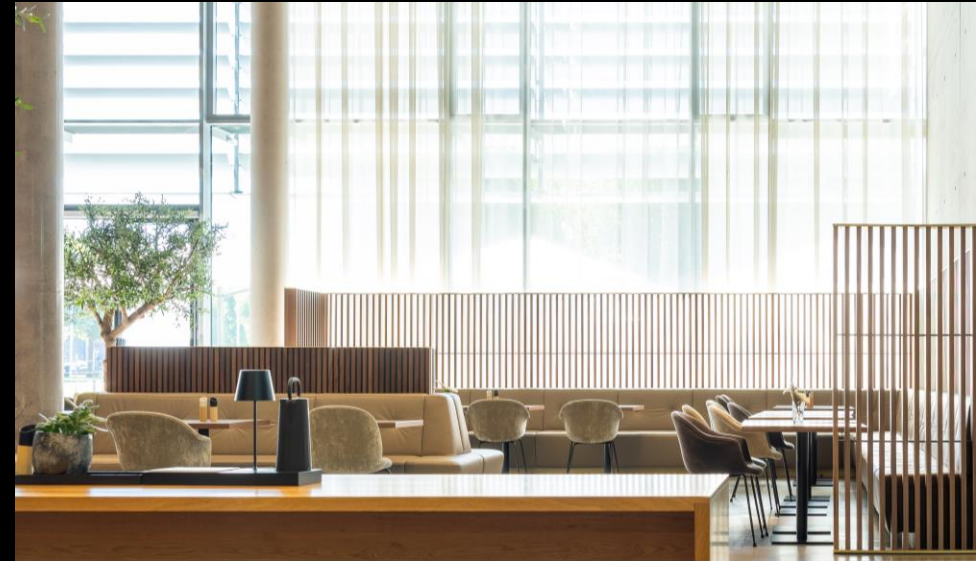
WRAP UP
DANIEL
GRIEDER



INVESTOR DAY

2023

14 | 15 JUNE




HUGO BOSS



BOSS AND HUGO STRONGER THAN EVER BEFORE

2023 –
ANOTHER SUCCESSFUL YEAR
FOR HUGO BOSS



FOCUS ON RIGOROUS EXECUTION OF "CLAIM 5"



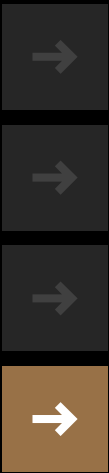
2023 –
ANOTHER SUCCESSFUL YEAR
FOR HUGO BOSS



€ 4 BILLION
SALES ALREADY
TARGETED IN 2023



2023 –
ANOTHER SUCCESSFUL YEAR
FOR HUGO BOSS



AMBITION
BECOME ONE OF
THE TOP 100
GLOBAL BRANDS

2023 –
ANOTHER SUCCESSFUL YEAR
FOR HUGO BOSS

THANK
YOU!



HUGO BOSS

ANNUAL GENERAL MEETING 2023

HUGO BOSS



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