

HUGO BOSS

Company Information

HUGO BOSS launches American Depositary Receipt (ADR) program

Metzingen, January 18, 2013. HUGO BOSS today launched a Level 1 American Depositary Receipt (ADR) program in the United States to expand the Group's visibility and broaden its investor base within the U.S. capital markets. Represented by the CUSIP 444560106, the securities will trade on the over-the-counter market in the United States starting today. Each ADR represents one-fifth of the ordinary share of HUGO BOSS AG. The Bank of New York Mellon will act as depositary bank for these ADRs.

"The interest in HUGO BOSS from U.S. investors has increased strongly in the last few years," said Mark Langer, Chief Financial Officer. "We are committed to broadening our outreach in this important market. The launch of our ADR program will make it easier for an even wider group of U.S. investors to participate in our future performance."

HUGO BOSS ordinary shares will continue to trade on the XETRA electronic trading system, the Frankfurt stock exchange, and all regional German stock exchanges under the symbol BOSS.

HUGO BOSS is one of the leaders in the global premium and luxury apparel industry. The Group focuses on developing and marketing high-end women's and men's fashion, shoes, and accessories. HUGO BOSS, which is based in Metzingen in Germany and employs a workforce of more than 11,000, generated annual sales of EUR 2.1 billion in fiscal year 2011.

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More information

More information on the ADR program is available on the Company's website www.group.hugoboss.com.

If you have any questions, please contact:

Dennis Weber

Head of Investor Relations

Phone: +49 (0) 7123 94-86267

Fax: +49 (0) 7123 94-886267