

CODE OF CONDUCT

HUGO BOSS



"Our straightforward approach is reflected in the way we work."

Daniel Grieder (CEO)

Oliver Timm (CSO)

Yves Müller (CFO)



LETTER FROM THE MANAGING BOARD

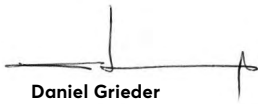
Dear Employees,

Our products are designed to make a straightforward fashion statement, and that straightforward approach is also reflected in the way we work – with one another, with our customers and our business partners as well as with all other stakeholders.

This Code of Conduct contains the binding rules that HUGO BOSS has adopted to ensure ethical and legally compliant conduct. The rules are mandatory and must be adhered to by all HUGO BOSS employees as they go about their everyday work. The Code, which is based on our values, "Entrepreneurial Spirit, Simplicity & Quality, Team Mentality, Youthful Spirit, Personal Ownership", lets us recognize opportunities and helps us to stay attuned to risks. For the future success of the Company will depend not only upon our designs and our products, but also upon our actions.

We are convinced that our ability to perform successfully over the long term will hinge upon whether we accept and live up to our entrepreneurial responsibilities worldwide. In this context, we build upon the support of all HUGO BOSS employees and encourage everyone at HUGO BOSS to help ensure that our Company continues to adhere to our straightforward approach in the future.

Sincerely yours,



Daniel Grieder
Chief Executive Officer



Yves Müller
Chief Financial Officer



Oliver Timm
Chief Sales Officer

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1. OUR ASPIRATIONS

Our corporate values –
“Entrepreneurial Spirit, Simplicity &
Quality, Team Mentality, Youthful
Spirit, Personal Ownership” –
guide our actions.

1.1 Our Values

HUGO BOSS is synonymous with first-class quality, innovative products, energy, sustainability and ongoing economic success. We strive to achieve the highest standards and aim to be one of the leading firms in the world of fashion and to play an active role in shaping the future of the industry. In order to live up to our own ideals and achieve the goals we have set ourselves, we rely on the support of all our employees worldwide.

We believe that simply successfully achieving our targets is not enough. It's also important how we do it. The integrity that we display in our dealings with our employees, partners, customers, shareholders and the public is also a significant factor in our success. We want HUGO BOSS to be perceived as a responsible company. Our corporate values play an important role in creating a working atmosphere that is open, collegial and fair. "Entrepreneurial Spirit, Simplicity & Quality, Team Mentality, Youthful Spirit, Personal Ownership" are the principles that should inspire and guide all of our employees in the course of their day-to-day work and thus contribute to HUGO BOSS's success.



We want HUGO BOSS to be perceived as a responsible company.

1.2 Our Code of Conduct

The HUGO BOSS Code of Conduct, which reflects the goals that we have set ourselves and the values of our company, encapsulates the most important rules and principles of conduct that must be followed. It applies equally to all employees, executives, the managing board and the supervisory board. We will not tolerate intentional misconduct or breaches of our Code of Conduct.

By creating these binding guidelines and rules, we aim to assist our employees in their daily work and to draw their attention to ethical and legal challenges so that they can resolve them in the interests of the company. We will, where necessary, provide detailed instructions and content in separate internal policies and will communicate these on an ongoing basis through courses and information events.

As part of their partnership with it, HUGO BOSS expects its partners to commit to its Code of Conduct and its values and guidelines. In this manner, the trust of our customers and investors is strengthened on an ongoing basis.

Should there be any conflict between this Code of Conduct and any country-specific laws or regulations, individual provisions of the Code may be amended. In such case, however, the amended provisions may not differ from the original provisions in respect of their material content and purpose. Such amendments and any other exceptions to the Code must be submitted to the Compliance Department and reasons must be provided for them. Written approval of amendments and exceptions can only be issued by HUGO BOSS AG's managing board.

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2. **CONDUCT & RESPONSIBILITY**

The perception of HUGO BOSS
is determined by our actions.

2.1 Conduct in Compliance with the Law

It goes without saying that HUGO BOSS is committed to complying with the law.

In particular, violations of the law that are criminal offenses or that could be injurious to HUGO BOSS's reputation must be avoided at any cost.

Every employee must be aware of and understand the laws and internal policies that are relevant for their area of responsibility. Superiors, Legal, Data Protection and Compliance are available to provide support and advice.



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2.2 Responsibility

HUGO BOSS has embraced diversity in the workplace.

Across the globe, thousands of employees with their unique identities and diverse backgrounds are working together to accomplish HUGO BOSS's vision and goals. We believe that this diversity enriches HUGO BOSS and is the foundation for its enduring success.

For this reason, HUGO BOSS accords all employees, regardless of gender, age, origin or nationality, faith or belief, physical or mental disability, political opinion, membership of an employee association (including trade unions), sexual orientation or other personal characteristics the same opportunities and deploys, pays and promotes them solely on the basis of their abilities and performance. We do not tolerate discrimination, objectively unjustified unequal treatment, disparagement or exclusion of any kind.

No form of sexual harassment, coercion, bullying or verbal attack is tolerated. The same applies to conduct that is intimidating, hostile or offensive. HUGO BOSS encourages all its employees to have the courage to stand up for themselves and for others.

At HUGO BOSS we value and embrace diversity in all forms. We want to create an inclusive environment of trust and belonging where every employee feels comfortable being their authentic self and contributing in creative ways to drive the best outcomes for themselves and for the company.

All employees bear responsibility for ensuring that they act in a spirit of cooperation and professionally in their interactions in the workplace and beyond. We are responsible for HUGO BOSS's reputation and the behavior of every employee affects it.

2.3 Health & Safety

The health and safety of its employees is a top priority for HUGO BOSS. This explains why, while complying with national legislation and standards, we consider worldwide uniform health and safety standards to be of great importance. This applies to not only the design of our workplaces and work processes, but also to the safe operation and use of equipment and supplies as well.

While it rests with the employer to interpret and comply with the relevant standards, each employee can, by following the safety rules, assist HUGO BOSS in its efforts to create safe working conditions. We review our workplaces, work processes and equipment both routinely and on an ad-hoc basis so that we can identify action that needs to be taken and proactively adopt measures to prevent accidents at work and occupational illnesses.

We call upon all our employees to follow instructions when performing their duties and to eliminate or report safety risks. This serves to protect employees, customers and partners.



2.4 Partnerships (HUGO BOSS Supplier Code of Conduct)

Since HUGO BOSS is well aware of the responsibility that it bears as a globally active group, it makes constructive collaboration with its partners based on trust and respect a top priority. Basically, we require our partners to commit to compliance with the HUGO BOSS Code of Conduct and the HUGO BOSS Supplier Code of Conduct. We also expect our partners to in turn pass on these standards to their suppliers and to require and enforce similar commitments from them.

The HUGO BOSS Supplier Code of Conduct also allows HUGO BOSS to set important standards along its downstream supply chain.¹ The Code incorporates the most important standards from the areas of human rights, business ethics, labor and social standards and environmental protection. These standards relate to, for example, compliance with the law, the prohibition of child and forced labor, payment of a minimum wage, adherence to a maximum number of working hours, the grant of equal opportunities and the guarantee of decent working conditions. Employees may also use the toll-free number 00800-662837626 (00800-OMBUDSMAN) or the *HUGO BOSS Whistleblowing Portal* to report violations occurring in the supply chain.



The Code incorporates the most important standards from the areas of human rights, business ethics, labor and social standards and environmental protection.

¹ Standards are based on internationally recognized standards such as the core conventions of the International Labour Organization (ILO) and the Universal Declaration of Human Rights of the United Nations.

2.5 Leadership & Responsibility

The bar for exemplary behavior is set particularly high for managers. They are responsible for ensuring that basic principles of collegiality such as fairness, tolerance, respect and trust are practiced daily in the workplace. In particular, they must, when assessing employment and performance, ensure that they take into account just the performance, skills and experience relevant to the job and that they apply the same standards in all cases.

Managers must also provide their employees with sufficient information, instruction and supervision so as to rule out violations of laws and regulations. If there is any misconduct, they must intervene immediately.



2.6 Social Commitment

HUGO BOSS sees itself as a part of society and is very well aware of its responsibility to society as a whole. It would like to contribute to sustainability through its social commitment to education and equal opportunities, and by lending assistance in crisis situations. This also applies to its charitable activities. HUGO BOSS makes donations of cash, goods or services after the Managing Board has approved them.

It must always be possible to identify the intended purpose and recipient of a donation. With the exception of donations for humanitarian work, no donations to individuals or payments to private accounts may be made.

HUGO BOSS does not donate directly or indirectly to any politicians, political parties or political campaigns or their representatives and does not donate to organizations with which it could have a conflict of interests (for example, trade unions, consumer protection organizations). It is also prohibited from trying to directly influence politicians and their decisions (lobbying). As an active social player, we are involved in politics and society.

2.7 Company Resources

Items Supplied by HUGO BOSS

Items supplied to employees and company resources provided to them are HUGO BOSS's property and must be protected against loss, damage, misuse and theft. As a rule, employees must not allow them to be used by unauthorized third parties. Employees may only use items supplied to them (e.g. laptops) for private purposes if they have obtained express permission to do so.

Internet & Phone

Private internet and telephone use is allowed during breaks or non-working hours as long as such use is in accordance with internal guidelines and HUGO BOSS's values. Visits to websites with pornographic, sexual or racist content or which promote hate or violence are prohibited. The private use of business e-mail accounts is generally prohibited unless local rules exist which permit same.

Our Brand & Intellectual Property

The protection of its own brands is a top priority for HUGO BOSS. The same applies to information about new products, designs, looks, campaigns, etc. that has not previously been published. HUGO BOSS decides when, where and how publication will take place. Private distribution by employees of such information prior to publication, especially in social media, is only permitted if approval has been obtained from the managers in charge.

All employees must respect IP and other proprietary rights (e.g. copyrights) of third parties. Photos, items, films, logos etc. may only be used for business purposes if HUGO BOSS is entitled to use them.



3. **PRODUCTS & SUSTAINABILITY**

HUGO BOSS products combine maximum quality and excellent design with ethical standards and respect for the environment and health. In this manner, we strive to achieve our aspirations and at the same time meet the expectations of our customers and business partners.

3.1 Product Safety & Product Quality

From the moment the design phase begins, HUGO BOSS ensures that the materials being used comply, at the very least, with the relevant national laws and HUGO BOSS's internal guidelines, which usually set strict standards. This ensures that our products are not injurious to health during

the manufacturing process or when being used. During regular production checks, we make certain that only products that conform with HUGO BOSS's high safety and quality standards will be offered for sale.



3.2 Social Standards, Ban on Child Labor & Inhumane Working Conditions

Work must be decent, safe and fair. HUGO BOSS assumes responsibility for its own products and, in particular, for them who make HUGO BOSS's products. Our *Supplier Code of Conduct*, the *human rights policy* and the *human rights commitment* defines a minimum level of social standards for employees. HUGO BOSS categorically rejects all forms of slave labor (e.g. child or forced labor, modern slavery) and inhumane working conditions. In order to achieve its objective of eliminating the above, HUGO BOSS works, hand in hand, with organizations and initiatives to improve working conditions, particularly in its supply chains.

Work must be decent, safe and fair. HUGO BOSS assumes responsibility for its own products and, in particular, for them who make HUGO BOSS's products.

HUGO BOSS makes working with a partner conditional on that partner's recognition of the HUGO BOSS Standards (with reference to the HUGO BOSS human rights policy) or assumes that the partner at least complies with comparable standards. In order to safeguard compliance with its Supplier Code of Conduct, HUGO BOSS always audits potential partners before it begins working with them and continues to do so at regular intervals during collaboration. If there are any violations of its standards, HUGO BOSS and its partner will jointly develop a corrective action plan to remedy the situation. Failure to make improvements will result in HUGO BOSS ending its relationship with the partner as will any serious violations of the Supplier Code of Conduct by the partner.

3.3 Protection of Fauna & Flora

HUGO BOSS is committed to the protection of fauna and flora. It adheres strictly to recognized guidelines such as the Washington Convention on International Trade in Endangered Species of Wild Fauna and Flora – CITES. HUGO BOSS rejects animal testing as well as animal breeding and husbandry that fails to protect the welfare

of the animals. The company has ceased using farmed fur and exotic types of leather. Any leather that it uses is a by-product of the meat industry. In addition, HUGO BOSS is also advancing the development of vegan alternatives to leather and cooperating closely with international animal welfare organizations.

3.4 Environmental Protection

Dedication to ecological responsibility is HUGO BOSS's way of contributing to the fight against climate change. We take intelligent approaches and use environmentally friendly technologies to conserve natural resources, reduce pollution and preserve biodiversity. In particular, HUGO BOSS prioritizes the resource-efficient and sustainable exploitation of raw materials, water and energy. In addition, we continually seek

to reduce emissions as well as the generation of pollutants and waste and to drive forward the search for gentle and sustainable alternatives.

We also make ecological considerations an integral part of all our business decisions.



4. BUSINESS ACTIVITIES

Commercial success is important, but so is the way that it is achieved.

4.1 Conflicts of Interest

HUGO BOSS considers it important that its employees do not find themselves in situations where they have a conflict of interests or where their loyalties are divided.

No Competition

Employees are not permitted to operate their own business or engage in any other commercial activity which competes with HUGO BOSS. Furthermore, employees must inform their superior and the Human Resources or Compliance Department in writing if they hold a significant interest in a competing company. The same applies if a person related to an employee operates a business which competes with HUGO BOSS or if such person has a significant interest in such a business.

Objectivity of Decisions & Investments

We use objective criteria such as quality, service, price and sustainability when deciding whether to work with a partner. Our employees are not permitted to give preferential treatment to a partner just because they have a personal relationship with such person. This applies, in particular, if

the employee is able to directly or indirectly influence the allocation of contracts to the partner. Before contracting with the partner, employees must inform their superior and be fully transparent with them about the relationship. In such cases, the superior decides whether the transaction can go ahead.

In addition, all employees must inform their superior or the Human Resources or Compliance Department if they or a person related to them operates or has a significant interest in a company with which HUGO BOSS has a business relationship.

Employees may not use a company to do work for them privately if its business relationship with HUGO BOSS would result in (financial) benefits for them.

Secondary Employment

We expect our employees to dedicate themselves during working hours entirely to performing the duties set out in their employment contract. If an employee wishes to engage in secondary employment, insofar as the law permits it, the Human Resources Department must be informed firstly, by the employee in writing. HUGO BOSS may forbid secondary employment for legal reasons or if it could negatively impact the employees' work performance, would conflict with their duties at HUGO BOSS or could result in conflicts of interests.

HUGO BOSS welcomes employees becoming involved in charitable work and accepting honorary posts.

Work & Familial Relationships

Family members and other related persons should not be in a superior-subordinate relationship at work. If a person who has authority to issue directions to subordinates or who is

responsible for supervisory and monitoring tasks has a work relationship with a family member or other related person, he must, for their mutual protection, inform the Human Resources Department of the relationship.

Abuse of Position

Employees are not permitted to use their position or information to which they have access for their own personal advantage or to advantage other persons. Examples of advantages include giving preferential treatment to such persons in connection with benefits, arranging a job for them at HUGO BOSS or promoting their professional advancement insofar as this would not otherwise have happened.

Our employees dedicate themselves during working hours entirely to performing the duties set out in their employment contract.

4.2 Anti-Corruption

HUGO BOSS does not tolerate any form of direct or indirect bribery, corruption or other unjustified granting of advantages to partners, public officials, decision-makers or other third parties. We achieve our goals and successes as a result of our work, products and services and not through unlawful practices. HUGO BOSS expects the same from its partners.

For this reason, HUGO BOSS has clear guidelines on, among other things, how to handle gifts and invitations in order to protect its own employees from being subject to undue influence. Employees are prohibited from accepting or asking for personal advantages in connection with their own job. This rule does not extend to gifts or benefits of a low value provided that they are not accepted with any frequency. The acceptance of gifts of money is always prohibited. Impermissible gifts must be refused or returned. Invitations to business lunches or dinners may be accepted if this is kept at a reasonable level.

HUGO BOSS has strict rules on the granting of advantages by its own employees. Gifts may only be given and invitations may only be extended in accordance with internal guidelines. They must never be used to influence a business decision or allowed to give even the appearance of doing so. Generally, no advantages (gifts, discounts, invitations, etc.) may be offered or given to civil servants and other public officials, or to employees of government agencies. Exceptions are only made for what are considered permissible polite gestures.

HUGO BOSS has also implemented processes that will prevent corruption in connection with the procurement of goods and services.

HUGO BOSS does not tolerate any form of direct or indirect bribery, corruption or other unjustified granting of advantages.

4.3 Competition & Antitrust Law

HUGO BOSS happily accepts the challenges posed by a competitive market. HUGO BOSS relies on its own products, services and employees to gain a competitive edge in the market and does not resort to unlawful practices. This means that all employees and partners must comply with the relevant competition and antitrust laws as well as, where necessary, with internal information barriers ("Chinese Walls"). Truly huge fines (up to 10% of the worldwide group turnover) can be avoided in this manner.

Furthermore, collusion or the exchange of confidential business information with direct competitors is prohibited. Any conduct aimed at preventing, restricting or distorting competition is prohibited. These rules cover, in particular, collusion or the exchange of information on prices, factors that influence prices or price components and the division of territories or customer groups. Furthermore, the rules also apply to collusion or the exchange of information on seller-buyer relationships, the terms and conditions governing them, supply behavior and supply capacity. Employees should be particularly cautious at association events, trade fairs and other meetings with competitors.

HUGO BOSS does not seek to influence the prices that its distributors set. It would be illegal for it to try to pressure them or to threaten to penalize them in this regard. It would also be illegal for HUGO BOSS to offer inducements or to promise rewards as a means of influencing free fixing of pricing. HUGO BOSS is, however, permitted to recommend a resale price.



HUGO BOSS relies on its own products, services and employees to gain a competitive edge in the market.

4.4 Prevention of Money Laundering

HUGO BOSS complies with anti-money laundering laws and regulations and takes appropriate and risk-based measures for this purpose. It uses a globally established standard to review business relationships, activities and transactions that appear suspicious so that any irregularities can be identified as quickly as possible. Any anomalies are reported to the responsible authorities.

As part of the fight against terrorist financing, HUGO BOSS also participates in initiatives such as the Customs-Trade Partnership Against Terrorism (C-TPAT) or is an Authorized Economic Operator (AEO) in the EU.

HUGO BOSS respects national and international sanctions as well as embargoes, and screens partners to see whether they are on the applicable sanctioned party lists.



4.5 Shares and Insider Trading

HUGO BOSS Aktiengesellschaft (AG) shares are traded on a variety of stock exchanges. All employees may buy HUGO BOSS shares and trade in them privately. This is, however, conditional on the employees not having access to inside information and their complying with internal guidelines (e.g. blocking periods). The purpose of this is to eliminate any suspicion of insider trading by the employees or HUGO BOSS.

Employees with access to inside information must always protect it and may only disclose it to authorized persons in

accordance with internal regulations. Inside information is any non-public information which could, if published, lead to a significant change in the HUGO BOSS share price. Publicly known information or information of a minor or limited scope is not regarded as inside information.

Using inside information for oneself or third parties (family members, friends etc.) to gain an advantage in share trading is strictly prohibited ("insider trading"). Even simply giving others tips about buying/selling without disclosing any information is prohibited.

4.6 Taxes

HUGO BOSS is convinced that the payment of taxes plays an important role in our global economic and social relations and is an expression of responsible corporate

behavior. To establish far-reaching transparency, we have published our tax strategy. Its aim is to comply with legal obligations while pursuing commercial activities.



5. **COMMUNICATION & SOCIAL MEDIA**

Today, it's possible to reach thousands of people in a matter of seconds. That means an increase in individual responsibility.

Communication with Media and Analysts

The task of communicating with the media and analysts is handled exclusively by the departments responsible for communications and investor relations, the members of the Managing Board and those persons entrusted with this task at HUGO BOSS AG and its subsidiaries. No other employees are permitted to speak to the media or analysts on behalf of HUGO BOSS without the consent of the departments or persons named. Persons who perform special functions, such as employee representatives in the scope of its mandate, are an exception to this rule.

Communication in Day-to-Day Work

During business communication, employees are required to use the means of communication provided by HUGO BOSS, adhere to the standards defined by it and preserve its corporate identity. They should ensure that they always treat the company, its employees, customers, partners, etc. respectfully. Moreover, they should refrain from statements which might be harmful to the company and should protect company information that is confidential.

Use of Social Media

All employees are entitled to use social media (e.g. Facebook, blogs and forums) for private purposes. If they are identified or identifiable as an employee of HUGO BOSS, they must make it clear that their contributions reflect only their own personal opinions and not those of HUGO BOSS.





6. DATA PROTECTION & INFORMATION SECURITY

The digitization of business processes and the use of innovative information technology are major priorities for HUGO BOSS. However, the concomitant risks must be kept in mind at all times.

6.1 Data Protection

As far as HUGO BOSS is concerned, protecting personal data (such as names, contact details, bank details, photos) is more than just a legal obligation. It regards the handling of the personal data of its customers, employees, business partners and shareholders in a responsible and transparent manner as the basis for every collaboration in good faith. HUGO BOSS honors data protection as a part of an individual's right to privacy.

Within the European Union, it complies with – in addition to the applicable national regulations – the EU General Data Protection Regulation (GDPR). The other HUGO BOSS companies use these principles as a guide so that it is possible to achieve a uniform, high level of data protection throughout the Group.

When processing personal data, employees must always comply with data protection legislation as well as the company's internal rules on the topic. Personal data may only be collected, processed or used to the extent permitted by law or with the consent of the data subject. HUGO BOSS uses technical and organizational measures to protect personal data and to safeguard the rights of data subjects.

Employees are responsible for properly handling any personal data provided to them. They may contact us at any time if they have any comments or questions about data protection at datenschutz@hugoboss.com.

HUGO BOSS regards the handling of the personal data in a responsible and transparent manner as the basis for every collaboration in good faith.

6.2 Information & Data Security

HUGO BOSS guarantees the comprehensive protection of information and data (and not just personal data) and this is its central Information Security department's main task.

All employees contribute to ensuring information security at HUGO BOSS by complying with the internal guidelines. The core elements of such guidelines include, but are not limited to the handling of confidential company information and business secrets, the secure use of e-mail, explanations about computer viruses and malware, the handling of passwords, mobile devices and cloud systems, as well as other content related to information and its protection. Any anomalies that suggest that HUGO BOSS has been the subject of a cyber attack must be immediately reported to the *IT ServiceDesk*. The Incident Response Team will coordinate any emergency measures that need to be taken.

The aim is to ensure that no data or information is lost, tampered with, damaged or even erased. In this way, we ensure the availability of our IT systems at all times (resilience), the authenticity and traceability of stored data (integrity) and general protection against unauthorized access to important information (confidentiality).





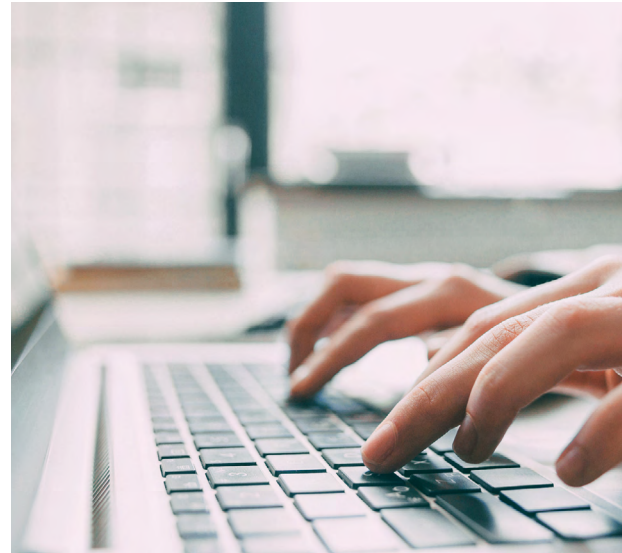
7. CONTACT PERSONS & WHISTLEBLOWER SYSTEM

HUGO BOSS offers many different contact options for all types of complaints and communication.

7.1 Compliance as a Partner

The Compliance Department, the Group Compliance Officer and the subsidiaries' Compliance Officers are trusted contacts for all employees worldwide. Their contact details can be found in our intranet.

We encourage our employees to openly report concerns about compliance issues and violations of applicable policies and the Code of Conduct or to report them by sending an email to compliance@hugoboss.com. HUGO BOSS guarantees that whistleblowers will not suffer any negative repercussions as a result of their report. It is illegal to seek to exert pressure on, to intimidate or to take any similar action against a whistleblower. Any such attempts may result in disciplinary action. Moreover, any deliberate abuse of the reporting channels will not be tolerated.



7.2 Contact Persons & Whistleblowing

In addition to the Compliance Department, employees may turn to their own superior, the management of the company that they work for, the mandated works council (if there is one for their company) and the data protection officer. All information will be treated confidentially and with appropriate care.

HUGO BOSS offers its own electronic Whistleblowing Portal, which can be reached via this [link](#). Moreover, an external ombudsman (trusted lawyer), Dr. Carsten Thiel von Herff, may be contacted in confidence and, if desired, anonymously by

not just HUGO BOSS's employees, customers, partners and their staff, but also by third parties. Disclosures may be made in the whistleblower's own language and will be treated confidentially. It is up to the whistleblower to decide whether HUGO BOSS should pass on information and pursue a matter. HUGO BOSS has published the contact details of the ombudsman on the intranet and on its own website. Violations may be reported directly to www.report-tuh.de.

In addition, the number 00800-662837626 (00800-OMBUDSMAN) is available almost worldwide and is free of charge.

7.3 Questions & Suggestions

In the event that you have any questions or suggestions related to the Code of Conduct or the Compliance Program, you may contact your superior or the Compliance Department at compliance@hugoboss.com.

HUGO BOSS AG
Dieselstrasse 12
72555 Metzingen
Phone +49 (0) 7123 94 - 0
www.hugoboss.com
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