

Metzingen, June 21, 2023

BOSS TAKES ON THE CYCLING WORLD WITH TUDOR PRO CYCLING TEAM SPONSORSHIP AND COLLABORATIONS WITH ASSOS AND BMC

BOSS is riding into a new chapter of sports sponsorship and collaboration with three exciting new ventures in the world of cycling: sponsorship of the Tudor Pro Cycling Team, a partnership with BMC that includes co-branded bikes, and a co-created capsule collection with ASSOS of Switzerland.

BOSS is proud to become a sponsor of the Tudor Pro Cycling Team, supporting the Swiss racing team – owned by double Olympic champion and former road-racing cyclist Fabian Cancellara – as it takes on the UCI Europe Tour 2023. BOSS branding features prominently on the sleeves of the riders' black jerseys, standing out in a bold black-on-white colorway. The U23 Tudor Pro Cycling Team will also be sponsored, with the BOSS logo featured on the sleeves of their jerseys.

Furthering the celebration of cycling and sportsmanship, BOSS will partner with premium, Swiss-born bike brand BMC to sponsor the BMC MTB World Cup Team and launch a co-branded bike in June 2023. The sleek design will be emblazoned with a collaborative "BMC by BOSS" logo on the down tube of the frame, complemented with BOSS's signature black, white, and camel colors all-over. These eye-catching bikes will be produced in a limited run of 40 pieces, available for purchase exclusively in selected BOSS stores.

June 2023 will also mark the launch of BOSS's collaborative collection with Swiss cycling-apparel brand ASSOS, whose designs elevate the cycling experience. BOSS x ASSOS focuses on two areas, lifestyle and performance, in a collection of 24 pieces, including base layers, shorts, jerseys, wind jackets, and insulated gilets for men and women. The designs arrive in BOSS's classic neutral hues, and are delivered with ASSOS's expertise in technical, performance-boosting fabrications and finishes. The range is accompanied by essential cycling accessories: socks, gloves, and spider bags.

The BOSS x ASSOS capsule is designed for enthusiasts whose passion for cycling extends beyond the road or the track and into their daily lifestyles. The new collection offers streamlined silhouettes with integrated heat regulation and moisture management for

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heightened comfort, and its technical pieces have a casual, luxurious edge that means they can be worn off the bike, leaving wearers looking polished and stylish after a ride. BOSS x ASSOS will be available to shop online and in selected BOSS stores.

About BOSS and HUGO BOSS:

BOSS is made for bold, self-determined individuals who live life on their own terms, with passion, style, and purpose. Collections offer dynamic, modern designs for those that embrace who they are fully and unapologetically: as their own BOSS. The brand's heritage tailoring, performance suiting, casualwear, denim, athleisure, and accessories cater to the style needs of the discerning consumer. Licensed fragrances, eyewear, watches, and kidswear complete the brand. The world of BOSS can be experienced in over 400 own stores worldwide. BOSS is the core brand of HUGO BOSS, one of the leading companies positioned in the premium segment of the global apparel market. The group offers collections in 132 countries at around 7,400 points of sale and online in 70 countries via hugoboss.com. With approximately 17,000 employees worldwide, the company, based in Metzingen (Germany), posted sales of EUR 3.7 billion in the fiscal year 2022.

About the Tudor Pro Cycling Team:

Swiss, Human, Performance

Tudor Pro Cycling is a Swiss professional Road Cycling Team based in Sursee. Launched in 2022 at the initiative of double Olympic Champion Fabian Cancellara, the Team is set to take the world of professional road cycling by storm thanks to a daring new approach to the sport. Made of a UCI Pro Team and an U23 Team, Tudor Pro Cycling comprises 33 riders from 10 nationalities – including 15 Swiss men – racing at the highest level of road racing. More about Tudor Pro Cycling: www.tudorprocycling.com.

About ASSOS of Switzerland:

ASSOS' passion for cycling was born 47 years ago in the heart of Switzerland, standing out with a unique focus on high-end technologies and a maniacal attention to detail. To this day, after 400 Olympic and World Championship medals and 25 patents, ASSOS' protocol has remained steadfast: "to destroy, reset, and improve."

Whether it's developing their own textiles, exclusive fabrics produced withing 150km from ASSOS HQ, stress-testing prototypes with WorldTour athletes, or refining a product over the course of several years, the merging of total comfort and technical performance is the hallmark of every ASSOS product.

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About BMC:

Create Speed

From the outset, BMC has focused on creating speed. From our headquarters in Switzerland, we've spent decades building our sport, refining ideas, and pushing technologies to their limits. We've won races of all varieties, defined new categories, as well as maintained our reputation as a technological and engineering powerhouse. With the industry renowned Impec Lab, our envied team of skilled employees and hundreds of supported athletes, this singular focus on speed has led us to become the brand we are today: fast, unrelenting, and iconic. But we're not done yet. BMC will continue to create speed at every opportunity, for decades to come.

More information about products, technologies and racing teams can be found on the BMC website: www.bmc-switzerland.com

High-resolution images can be downloaded from:

<https://press-service.hugoboss.com/press-portal-pages/boss/spring-summer-2023/Cycling.html>

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