

Porto, June 1, 2023

Metyis Campus inaugurated with HUGO BOSS as first partner and a €15 million investment

Metyis, a multinational provider of solutions in big data, digital commerce, marketing & design, and advisory services, and premium lifestyle company HUGO BOSS marked a key milestone in their partnership today, as the Metyis Campus in Gondomar, Portugal opened its doors.

Representing a private investment of over €15 million, this major new hub in the region includes the HUGO BOSS Digital Campus, also inaugurated today and specialized in eCommerce, advanced business analytics, and technology and data.

The powerhouse for up to 1,000 new jobs

The Metyis Campus, the construction of which started in 2021, currently comprises two buildings and will create approximately 1,000 new jobs, including the 250 jobs designed to operate the HUGO BOSS Digital Campus. With this, the company reinforces its commitment to Portugal and, particularly, to the local community.

"Metyis' mission is to be partners for impact for our clients, our people, and society at large. Our Campuses, whether in Portugal, Spain, India, or Mexico, are epicenters where we provide solutions for our clients regionally and globally, operate centers of excellence in digital, data and technology, and train our people in these areas.

"The Metyis Campus not only allows us to forge deeper and more meaningful collaboration, but also represents another significant step in our journey to staying true to our mission," said Yogen Singh, CEO of Metyis. "The Porto Campus opens its doors as Metyis celebrates 10 years, marking an important milestone that will strengthen our partnerships and provide a space for personal and professional growth for our people," he added.

HUGO BOSS as the first partner in Portugal

The HUGO BOSS Digital Campus is a joint venture between Metyis and HUGO BOSS. Launched in 2021 between the company's headquarters in Metzingen, Germany, and Porto, Portugal, 250 professionals will be part of the HUGO BOSS Digital Campus by the end of 2023. In forming this partnership, HUGO BOSS seeks to both increase the data analytics capabilities of the company and boost digital sales in the years to come.

The Digital Campus provides the capability and capacity required to maximize data usage and support the growth trajectory of the global premium fashion company. The Campus employees'

scope of work encompasses the creation of a state-of-the-art data architecture infrastructure, advanced business analytics, and the development and enhancement of HUGO BOSS' eCommerce platform and services.

“The HUGO BOSS Digital Campus is a key milestone on our journey to become the leading premium tech-driven fashion platform worldwide. In partnership with Metyis, we will increase our digital and data analytics capabilities and tap into the power of data, thereby enhancing the competitiveness and efficiency of our business activities. We are very pleased to be in the Porto region and look forward to the many new talents we will be able to attract here for HUGO BOSS,” said Daniel Grieder, CEO of HUGO BOSS.

“The arrival of Metyis in Gondomar represents a big step towards innovation, and we are working every day to attract this high-value investment to our territory. This project will generate around a thousand highly qualified jobs, which is absolutely decisive for retaining the best talents in our city. In this context, we are excited to welcome HUGO BOSS as the first high-profile corporation here,” commented Marco Martins, Mayor of Gondomar.

Metyis operates in various business areas, including beverages, consumer goods, fashion, financial services, food processing, retail and utilities, among others. Currently, the company has offices in Porto, Lisbon, and Faro, employing over 200 professionals in Portugal, including the Digital Campus.

For all materials and photos from today's event, please access our [media kit](#).

About Metyis:

Metyis is a global, dynamic and forward-thinking firm operating across a wide range of industries, that develops and delivers Big Data, Digital Commerce, Marketing and Design solutions, and provides Advisory services. Metyis brings long-lasting impact and growth to its business partners and clients with a distinctive long-term partnership model. Metyis has offices in 15 locations, with a talent pool of over 1000 employees and more than 50 nationalities.

About HUGO BOSS:

HUGO BOSS is one of the leading companies positioned in the premium segment of the global apparel market. With its two brands, BOSS and HUGO, 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.

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