

Metzingen, May 22, 2024

HUGO BOSS LAUNCHES INNOVATIVE CUSTOMER LOYALTY PROGRAM AND INTRODUCES A NEW WORLD OF ENGAGEMENT

HUGO BOSS takes its current membership program to the next level by unveiling HUGO BOSS XP – a pioneering omnichannel member experience that is centered around the HUGO BOSS customer app. The program leverages the latest technologies as part of an ambitious multiyear roadmap to set a new industry benchmark for customer engagement, focusing on member experience and customer lifetime value. In doing so, HUGO BOSS is making another important investment into the company's future.

HUGO BOSS XP seamlessly blends traditional loyalty features, such as levels and points, with innovative blockchain-supported elements. The program incorporates initial Web3 features to open new customer engagement opportunities: Members can collect and redeem tokens (NFTs) through their purchases and other interactions across channels and brands. They act as keys to unlock exclusive products, unique brand experiences, and further offers from BOSS and HUGO or sponsorship and cooperation partners. Part of the plan is the future possibility for customers to trade tokens.

The new program strengthens HUGO BOSS' position as an industry innovator. "With our new membership program, we are taking customer engagement to a new level, further enhancing, and expanding interactions with our brands. By deepening the relationship with our customers, we are driving a higher lifetime value thereby further advancing with our profitable growth journey," says Oliver Timm, Chief Sales Officer of HUGO BOSS. "HUGO BOSS XP has a bold, customer-centric approach and clearly plays into our vision to become the leading, premium tech-driven fashion platform worldwide."

The first version of the new membership program will initially launch in the UK later in June. The current customer loyalty program, HUGO BOSS EXPERIENCE, will be fully upgraded by the introduction of HUGO BOSS XP over the next years with further countries to follow. Existing members will be seamlessly transferred to the new program.

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Press Release

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Page 2

Deepening customer engagement

Aligning seamlessly with the Group's two-brand strategy, customers can opt to experience the program through BOSS XP or HUGO XP, enhancing brand discovery and engagement. Both brand worlds share a four point-based levels structure, offering access to exclusive benefits such as special events, premium services, and unique experiences. Membership status is upgraded based on spending across brands and channels and maintained for a minimum of two years.

In addition to attracting new customers, HUGO BOSS XP aims to deepen and expand existing customer relationships. To facilitate the program, the company uses innovative digital and physical touchpoints and customer data to create a hyper-personalized and localized omnichannel experience.

An example of a token is the BOSS Frequent Visitor token. A member who checks-in tapping their mobile phone on different physical touchpoints in a BOSS store can for example unlock this specific token to receive special BOSS products. Thus, store employees will be able to deliver even more personalized services through information available in sales associate devices.

Another example is a HUGO BLUE token that rewards fans of the HUGO BLUE line with unique digital wearables. To integrate loyal customers in the design process, brand-specific tokens are for seeing to include co-creation opportunities among many others. Further tokens grant access to exclusive products and money-can't-buy experiences such as visiting the HUGO BOSS headquarters and receiving custom made outfits.

All assets can be downloaded from:

https://author-p43105-e402742.adobecloud.com/linkshare.html?sh=5ea41182_0110_4dee_bc2f_0793a79c59cf.dr_vkbQNnEp09FU1VjxAIFb-NgcAiVO1MITfbSiB7ivE

Press Release

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Metzingen, May 22, 2024

Page 3

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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 131 countries at around 7,800 points of sale and online in 73 countries via hugoboss.com. With approximately 19,000 employees worldwide, the company, based in Metzingen (Germany), posted sales of EUR 4.2 billion in the fiscal year 2023.