

Metzingen, December 13, 2022

HUGO BOSS ANNOUNCES CHARITABLE FOUNDATION WITH FOCUS ON OUR PLANET

After many years of active corporate citizenship work in the fields of education, equal opportunities, and emergency relief, HUGO BOSS seeks to make an even greater impact in 2023 and beyond, with the establishment of its own charitable foundation.

HUGO BOSS strives for a world that gives everyone the opportunity to thrive, living their lives boldly and confidently. For this to happen, everyone needs to believe not only in themselves, but also in our shared future. The message is clear: we must be Bold for the Planet.

In line with this ambition – and under the umbrella of the newly established foundation – the scope of the charitable activities of the Company will be extended to new partners, particularly in the fields of climate and environmental protection.

By supporting local, regional and global impact-driven projects, e.g. in the area of flood prevention, climate innovation and education or the fight against plastic pollution, the foundation will help care for our planet, and empower its people. In doing so, HUGO BOSS supports the sustainable development of society, and is guided by the UN Sustainable Development Goals (SDGs), specifically climate action.

“Corporate citizenship is an integral part of our company culture”, says Daniel Grieder, CEO of HUGO BOSS AG. “Our new HUGO BOSS foundation will enable us to take our actions to the next level. To be bold for the planet is an important and exciting purpose. We want to fulfil this by supporting change-making initiatives around the world”.

In recent years HUGO BOSS has made significant contributions to organizations supporting communities in need, including due to the Covid-19 pandemic, the negative effects of climate change, and in connection with the war in Ukraine. Such donations will continue to be made through the new foundation.

The main income stream of the foundation will be the new “Every Purchase Counts” initiative, effective from January 1, 2023. From this date onwards, HUGO BOSS will make a donation of 5 cents EUR for each own product (excluding licensed products) sold offline and online

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worldwide, meaning that every BOSS and HUGO customer will play a part in supporting the work of the foundation. Additional funding will potentially come from donations from partners, and voluntary employee donations.

The HUGO BOSS foundation (HUGO BOSS Stiftung gGmbH) will take up its work from January 1, 2023, and will be a full subsidiary of HUGO BOSS AG.

For more information and updates, see the foundation website:

<https://group.hugoboss.com/en/responsibility/we-vision-strategy/hugo-boss-foundation>

High-resolution images can be downloaded [here](#).

If you have any questions, please contact

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