

Metzingen, June 30, 2022

BACK ON TRACK: BOSS ANNOUNCES NEW PARTNERSHIP WITH ASTON MARTIN ARAMCO COGNIZANT FORMULA ONE™ TEAM

Global fashion brand BOSS is proud to announce a new partnership with the Aston Martin Aramco Cognizant Formula One™ Team (AMF1) that sees it become the team's official Fashion Partner.

Starting next year, the German manufacturer will design and develop looks for the AMF1 team – including formal apparel for its race drivers and a range of high-performance race and travel wear for the entire team. The official team kit and travel styles will feature signature BOSS styling: combining iconic branding, premium materials, streamlined shapes, and sleek, minimal detailing.

In addition, the BOSS name will return to the most competitive motorsport series in the world when its logos are featured on the AMR22's bodywork from this weekend's British Grand Prix – held at Silverstone, the home of British motor racing, on July 1-3.

"Our ambition is always to work with strong partners whose defining values match those of our brands," said Daniel Grieder, CEO of HUGO BOSS. "Aston Martin's impressive power lies in its focus on technology, craftsmanship, iconic and luxury design – all guiding principles that the BOSS brand shares. We are excited to continue our long motorsports legacy with AMF1, and we are looking forward to the many shared experiences we will deliver to fans, with our joint brand power and passion for speed."

"I fully recognize the commitment and ambition shown by BOSS and its return to grand prix racing with the Aston Martin Aramco Cognizant Formula One™ Team," added AMF1 Group CEO Lawrence Stroll. "The arrival of BOSS is a further validation of the incredible work we are doing to build a world-class platform where brands can partner, amplify, and activate on a truly international scale. I already know and appreciate the craftsmanship, style, and detailing that characterizes the BOSS brand, and I look forward to affirming those values as we develop new and innovative collections together. We cannot wait to get started."

HUGO BOSS AG

Dieselstrasse 12, 72555 Metzingen, Germany
Phone +49 7123/94-0

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The partnership is set to explore and extend its collaboration beyond the track. In one of its first initiatives, it will jointly develop a limited-edition capsule collection featuring modern performance wear, due to be released in 2023.

BOSS made the decision to return to Formula One® after carefully considering the steps the championship has announced towards reducing its global environmental impact. In addition to its ongoing adoption of hybrid technology, Formula One® is set to introduce a 100% sustainable fuel in 2026 and has announced plans to be a net-zero carbon sport by 2030 through credible offsets and breakthrough CO₂ sequestration programs.

This latest move strengthens the brand's iconic relationship with international motorsport – one that began in 1972 and continues to this day – and supports the repositioning of BOSS as an international lifestyle brand focusing on authentic collaborations and unique customer experiences. This new partnership is part of the more comprehensive aim of the HUGO BOSS Group to boost global awareness of its brands in the context of the CLAIM 5 strategy introduced last year.

High resolution images can be downloaded from:

<https://galleries.launchmetrics.com/p/hugoboss-production/showrooms/62bcb7d5fa82dc000922da22>

About Aston Martin Formula One

After more than 60 years away from Formula One™, Aston Martin returned to Grand Prix racing in 2021. With one of the most iconic emblems in the world above the garages and a team of almost 500 passionate men and women at its heart, this is a team with both a rich heritage and a fresh perspective – bringing new energy to the sport with a determination to shake up the order and compete at the sharp end. Our mission is to use the global platform of motorsport to engage a new wave of fans – showcasing the technology and innovation which live at our core while representing the values that resonate with the changing world in which we live. The new age of Aston Martin Aramco Cognizant Formula One™ Team begins here.

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BOSSAbout BOSS and HUGO BOSS:

BOSS is known worldwide for its tailoring DNA - but along with this signature product category, BOSS has expanded beyond the confines of tailoring to offer a complete range of casualwear, bodywear, accessories, and athleisure that form a 24/7 wardrobe for the change-makers of today, in every role they play. The product range includes licensed products such as fragrances, eyewear, watches, and kidswear. Customers can experience the world of BOSS 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. With its two brands, BOSS and HUGO, the group offers collections in 128 countries at around 6,800 points of sale and online in 59 countries via hugoboss.com. With approximately 14,000 employees worldwide, the company, based in Metzingen (Germany), posted sales of EUR 2.8 billion in the fiscal year 2021.

If you have any questions, please contact press@hugoboss.com.

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