

Metzingen, November 9, 2023

DOWNHILL SKI SPEEDSTER ALEKSANDER AAMODT KILDE DEBUTS AS BOSS BRAND AMBASSADOR

As ski season returns, BOSS has unveiled its latest brand ambassador: Aleksander Aamodt Kilde. The Norwegian ski racer, who has won numerous major races – including the men's downhill title at the Hahnenkamm Races 2023, an event sponsored by BOSS – will be dressed by the brand at events off the slopes, including interviews and red-carpet appearances.

"I'm excited to announce that I have joined the BOSS family as a new brand ambassador," says Kilde. "As an athlete who relentlessly pursues boldness, this partnership feels like a natural fit. The brand's identity resonates deeply with my own ambitions, as I strive to be a 'BOSS' in downhill racing by pushing boundaries and elevating standards. I look forward to working with the brand and defining what it means to be a true BOSS."

Kilde entered the world of BOSS this September when he walked the brand's futuristic, tech-focused Fall/Winter 2023 runway show during Milan Fashion Week. His highly anticipated debut as a BOSS ambassador is set to take place on the weekend of November 11-12, 2023, at the men's races of the Matterhorn Cervino Speed Opening: the first border-crossing race in the history of the Alpine Ski World Cup. With BOSS as the event's official partner, the Matterhorn Cervino Speed Opening provides a fitting first competition for Kilde in his new BOSS ambassador role – and a perfect opportunity for him to ski like a BOSS.

"Aleksander Aamodt Kilde perfectly embodies what it means to be a BOSS today. He stands up for things that are important to him, and shares our values in terms of sustainability. His passion and determination have turned him into a role model on and off the slopes. He's living proof that BOSSes are not born – they're made. I am extremely excited that Aleksander will be a brand ambassador for BOSS in the years to come," says Daniel Grieder, CEO of HUGO BOSS.

Stepping onto his first World Cup podium in 2015, Kilde has established himself as one of the world's premier speed athletes as a two-time Olympic medalist, and winner of numerous major Downhill, Super-G, and Alpine Ski World Cup races. Distinguished by his mental

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strength, endurance, and determination, Kilde is a strong advocate for mental health within and outside of the sporting realm.

High-resolution images can be downloaded from:

<https://press-service.hugoboss.com/press-portal-pages/boss/fall-winter-2023/Aleksander-Kilde.html>

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 Aleksander Aamodt Kilde:

Aleksander Aamodt Kilde is a professional alpine skier from Norway who took his first World Cup podium in 2015. Kilde has since established himself as one of the world's premier speed athletes, and has won numerous major Downhill and Super-G races – including a first-place finish at the prestigious Hahnenkamm Races. So far, Kilde has secured 21 FIS Alpine Ski World Cup victories and 42 FIS Alpine Ski World Cup podiums. Following his attendance at the 2022 Winter Olympic Games in China, he is also a two-time Olympic medalist. In addition to his skiing prowess, Kilde is known for his mental strength, endurance, and determination. He is a strong advocate for mental health and pushes for greater sustainability within the skiing world at the international level.

For any specific queries, please contact press@hugoboss.com.

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