

HUGO BOSS



SECOND QUARTER 2021

RESULTS PRESENTATION

AUGUST 4, 2021

HUGO BOSS



YVES MÜLLER
CHIEF FINANCIAL OFFICER

Strong business recovery continues in the second quarter 2021

GROUP SALES (IN EUR MILLION)

629

CURRENCY-ADJUSTED GROWTH

+133%

VS. Q2 2020

(4)%

VS. Q2 2019

HUGO BOSS



EUROPE

INCL. MIDDLE EAST AND AFRICA

+130%

VS. Q2 2020

(4)%

VS. Q2 2019

AMERICAS

+416%

VS. Q2 2020

(5)%

VS. Q2 2019

ASIA/PACIFIC

+51%

VS. Q2 2020

(3)%

VS. Q2 2019



Top-line momentum accelerates
across all regions



RETAIL

+124% | **(5)%**
 VS. Q2 2020 | VS. Q2 2019

- ▶ Recovery supported by higher store opening rate
- ▶ Vast majority of stores back in operation at the end of Q2

ONLINE

+27% | **+122%**
 VS. Q2 2020 | VS. Q2 2019

- ▶ Double-digit growth trajectory continues against strong comparison base

WHOLESALE

+170% | **(2)%**
 VS. Q2 2020 | VS. Q2 2019

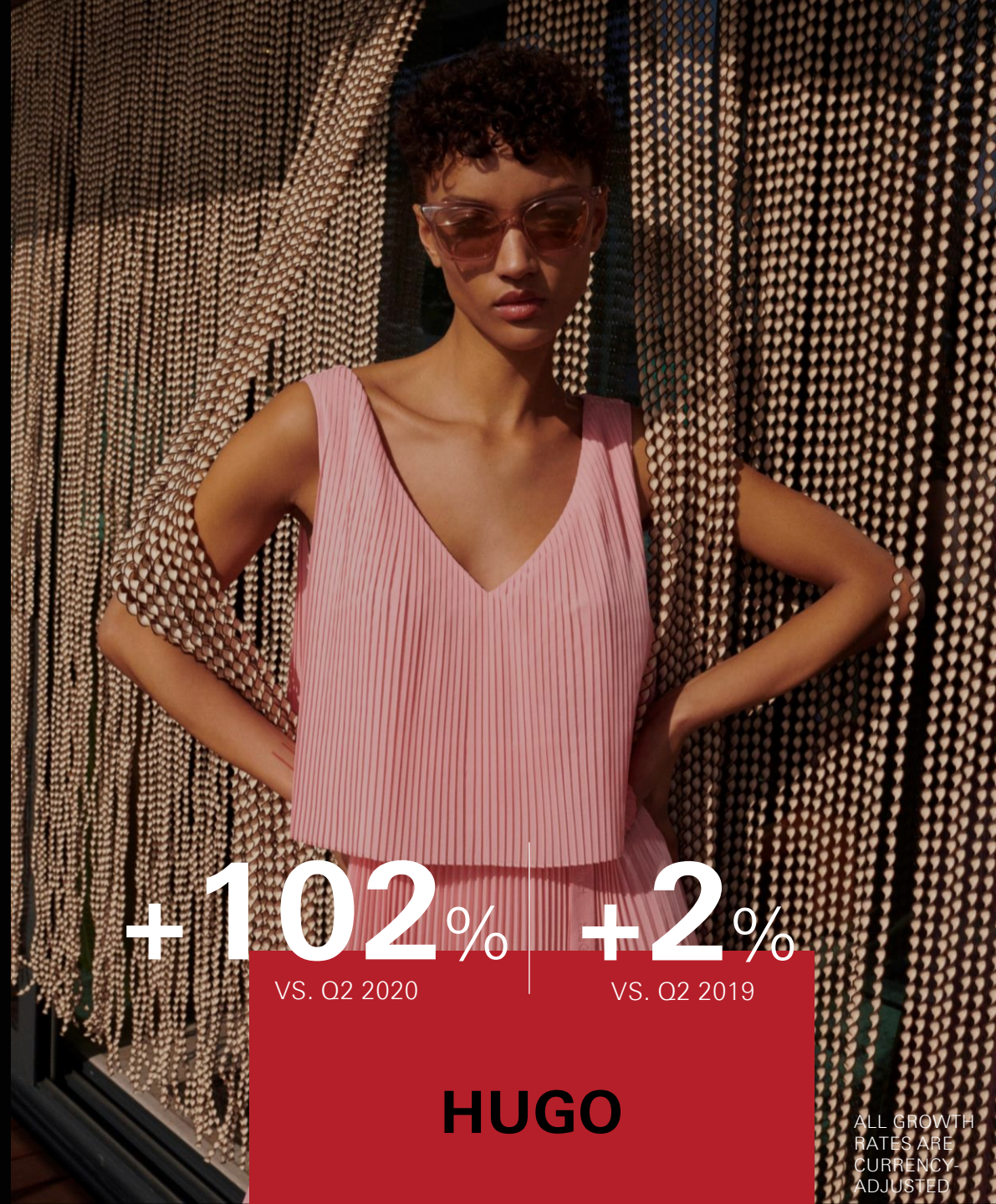
- ▶ Strong demand for upcoming collections
- ▶ Additional business with selected retailers

Own online sales grow triple-digit on a two-year stack basis



+139% | **(5)%**
VS. Q2 2020 | VS. Q2 2019

BOSS

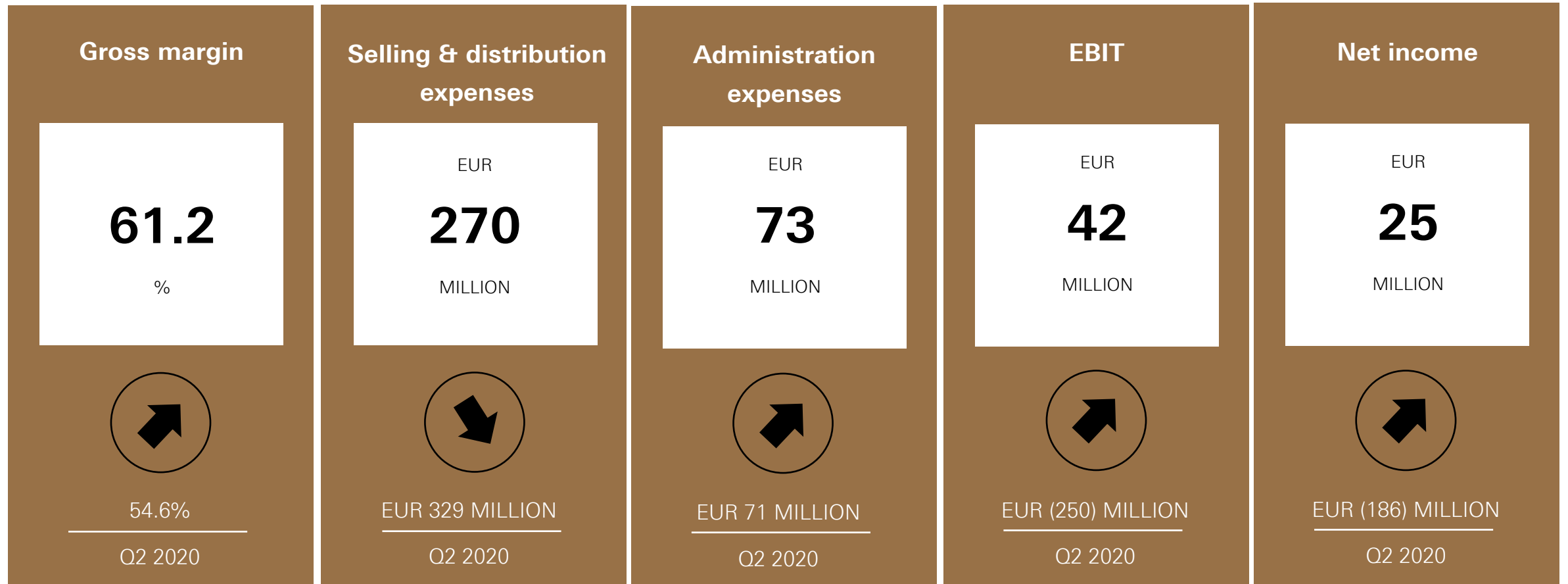


+102% | **+2%**
VS. Q2 2020 | VS. Q2 2019

HUGO

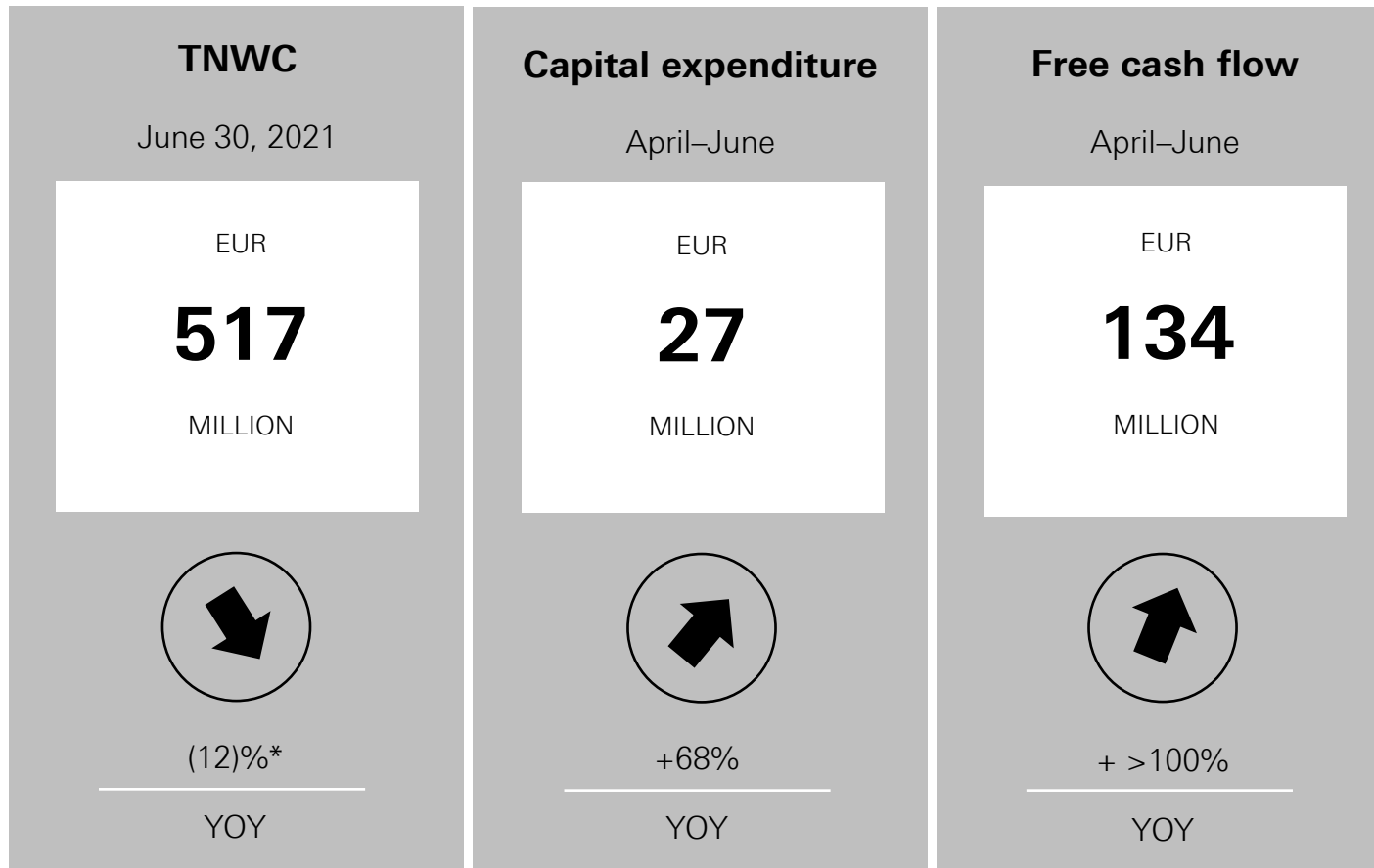
ALL GROWTH
RATES ARE
CURRENCY-
ADJUSTED

HUGO BOSS records significant **bottom-line improvements in Q2**



Free cash flow generation

returns to pre-pandemic levels



Inventories decreased 3%* reflecting ongoing tight management

Increase in **capital expenditure** related to optimization of store network and expansion of digital capabilities

Net financial liabilities decline 43% to EUR 138 million**

Outlook for the **full year 2021**

GROUP SALES
CURRENCY-ADJUSTED

**INCREASE BETWEEN
30% AND 35%**

EBIT

**BETWEEN EUR 125 MILLION
AND EUR 175 MILLION**

HUGO BOSS



Q&A

