



FIRST
QUARTER
2022
RESULTS

—

HUGO BOSS

Q1 2022



YVES
MÜLLER
CFO

—

HUGO BOSS

Q1 2022

HUGO BOSS WITH RECORD Q1 SALES

GROUP SALES
EUR 772 MILLION

+52%*

VS Q1 2021



STAR-STUDDED CAMPAIGNS CREATE STRONG BUZZ FOR BOSS AND HUGO



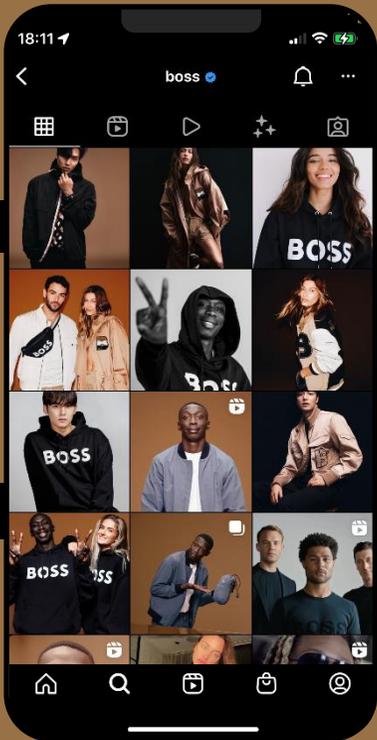
~24 BN Impressions
within 3 months

~1 BN Social
engagements
within 3 months

BOOST BRANDS
BOOST BRANDS



SOCIAL MEDIA KPIS FOR BOSS STRONGLY IMPROVE IN Q1



~10 M | +5%

FOLLOWERS ON
BOSS INSTAGRAM

16%

ENGAGEMENT RATE ON
INSTAGRAM MORE THAN DOUBLES

>32 M VIEWS

RECORD-BREAKING RESULTS
OF DUBAI SHOW ON YOUTUBE



HUGO KICKS OFF THE MUSIC FESTIVAL SEASON AT COACHELLA

>1.3 BN
IMPRESSIONS

~200 M
VIEWS ON TIKTOK

26%
ENGAGEMENT RATE ON
INSTAGRAM





BOSS



HUGO

+53%*

VS Q1 2021

+17%*

VS Q1 2019

+41%*

VS Q1 2021

0%*

VS Q1 2019

+52%*

VS Q1 2021

+26%*

VS Q1 2019

MOMENTUM IN EUROPE FURTHER ACCELERATES



EUROPE SALES

INCL. MIDDLE EAST AND AFRICA

+69%*

vs Q1 2021

+21%*

vs Q1 2019

▶ Momentum further accelerates, driven by robust local demand in key European markets

▶ Revenues in the UK and France strongly exceed pre-pandemic levels, up double-digits vs 2019

▶ Ongoing robust momentum in Eastern Europe and Middle East

STRONG GROWTH TRAJECTORY IN THE AMERICAS CONTINUES



AMERICAS SALES

+56%*

vs Q1 2021

+17%*

vs Q1 2019

▶ All of the region's markets with robust sales increases vs 2019 levels

▶ Momentum in the U.S. market continues, due to strong progress in fostering 24/7 brand image

▶ Latin America with particular strength, as reflected by high double-digit sales growth

RENEWED COVID-19 RESTRICTIONS WEIGH ON SENTIMENT IN CHINA



ASIA/PACIFIC SALES

+3%*

vs Q1 2021

(1)%*

vs Q1 2019

▶ Mainland China with double-digit sales improvements in the run-up to Chinese New Year

▶ Lockdowns weigh on sentiment and traffic in mainland China from mid-March onwards

▶ Robust growth in Japan and Australia compared to Q1 2019

DIGITAL BUSINESS CONTINUES DOUBLE-DIGIT GROWTH TRAJECTORY

+22%*

vs Q1 2021



Double-digit improvements across all regions and digital touchpoints



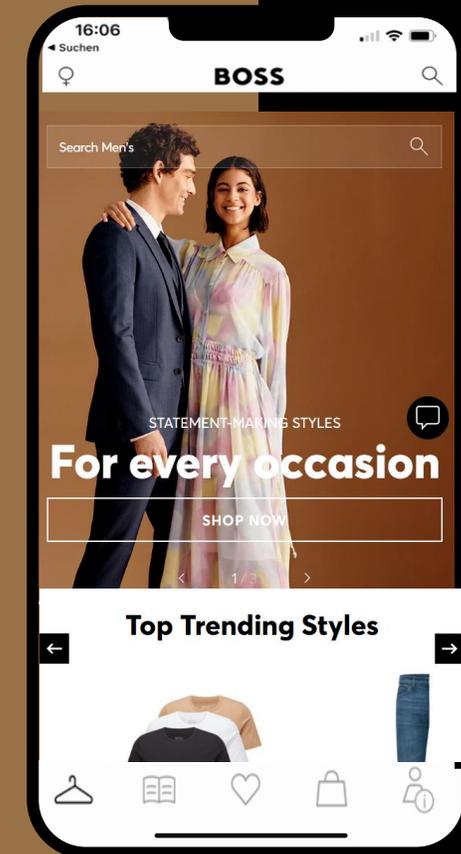
Successful relaunch of hugoboss.com drives increase in traffic and AOV



Digital sales account for ~20% of overall Group sales

+145%*

vs Q1 2019



SUCCESSFUL EXECUTION OF "CLAIM 5" DRIVES BRICK-AND-MORTAR RETAIL BUSINESS

+76%*

vs Q1 2021



Robust consumer sentiment in key regions drives overall momentum



Prior-year period impacted by an average store closure rate of ~25%



New store concept implemented in ~30 points of sale

+5%*

vs Q1 2019



BRICK-AND-MORTAR WHOLESALE RETURNS TO 2019 LEVELS

+44%*

vs Q1 2021



Robust demand of wholesale partners for the Spring/Summer 2022 collections

+2%*

vs Q1 2019



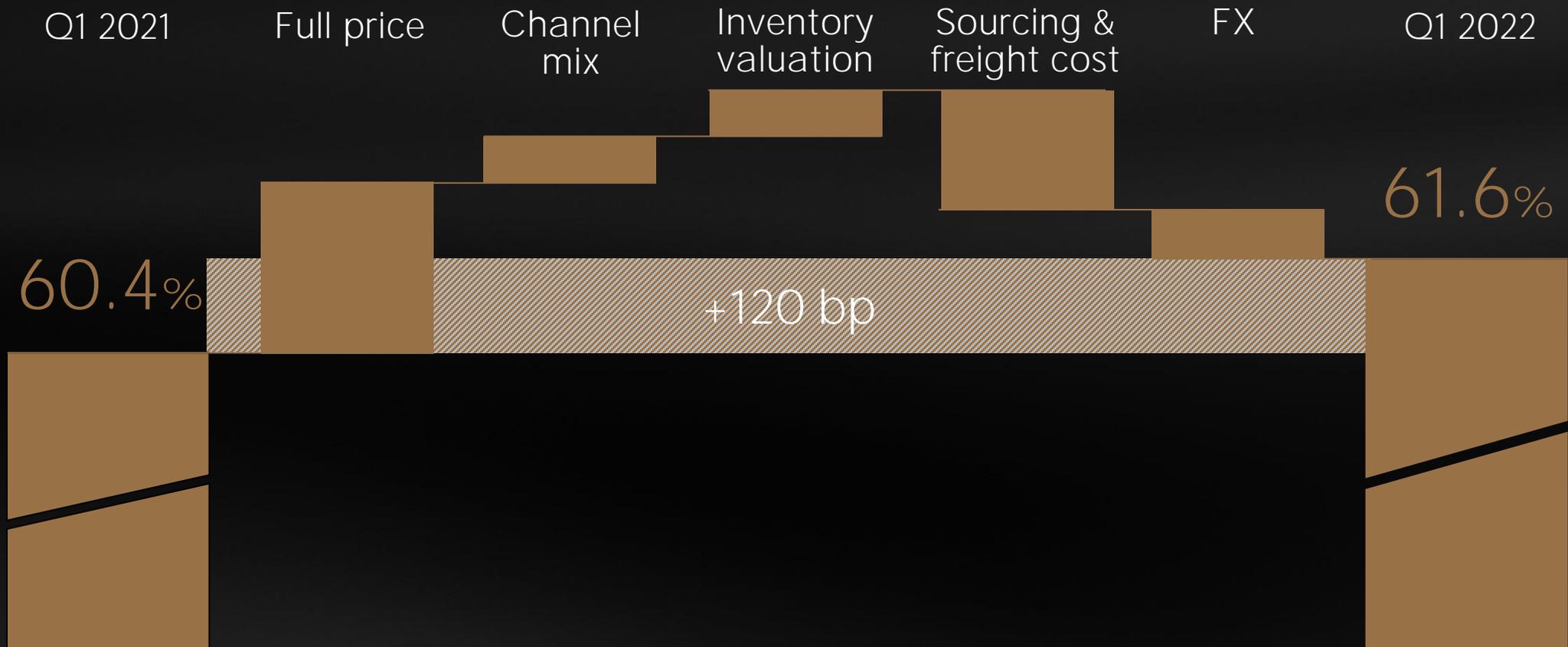
Delivery shift effects limit growth in B&M wholesale by ~10pp



Strong order book for Fall/Winter 2022 to drive wholesale growth in H2



GROSS MARGIN IMPROVEMENT MAINLY REFLECTS HIGHER SHARE OF FULL-PRICE SALES



SIGNIFICANT STEP-UP IN BRAND AND DIGITAL INVESTMENTS

EUR
80
MILLION

+98%
vs Q1 2021

BRAND
INVESTMENTS

EUR
51
MILLION

+43%
vs Q1 2021

DIGITAL
INVESTMENTS

STRONG BOTTOM-LINE IMPROVEMENTS DESPITE SIGNIFICANT INVESTMENTS

GROSS MARGIN

Q1 2022

61.6%

+120 bp

SELLING & DISTRIBUTION EXPENSES

Q1 2022

EUR

344

MILLION

+49%

ADMINISTRATION EXPENSES

Q1 2022

EUR

92

MILLION

+34%

EBIT

Q1 2022

EUR

40

MILLION

>100%

NET INCOME ATTRIBUTABLE TO SHAREHOLDERS

Q1 2022

EUR

24

MILLION

>100%

FREE CASH FLOW WITH STRONG IMPROVEMENTS YEAR ON YEAR

| | | |
|--|--|--|
| <p>TNWC MARCH 31, 2022</p> <p>EUR 472 MILLION</p> <p>(20)%*</p> | <p>CAPITAL EXPENDITURE JANUARY–MARCH 2022</p> <p>EUR 18 MILLION</p> <p>+13%</p> | <p>FREE CASH FLOW JANUARY–MARCH 2022</p> <p>EUR 1 MILLION</p> <p>>100%</p> |
|--|--|--|

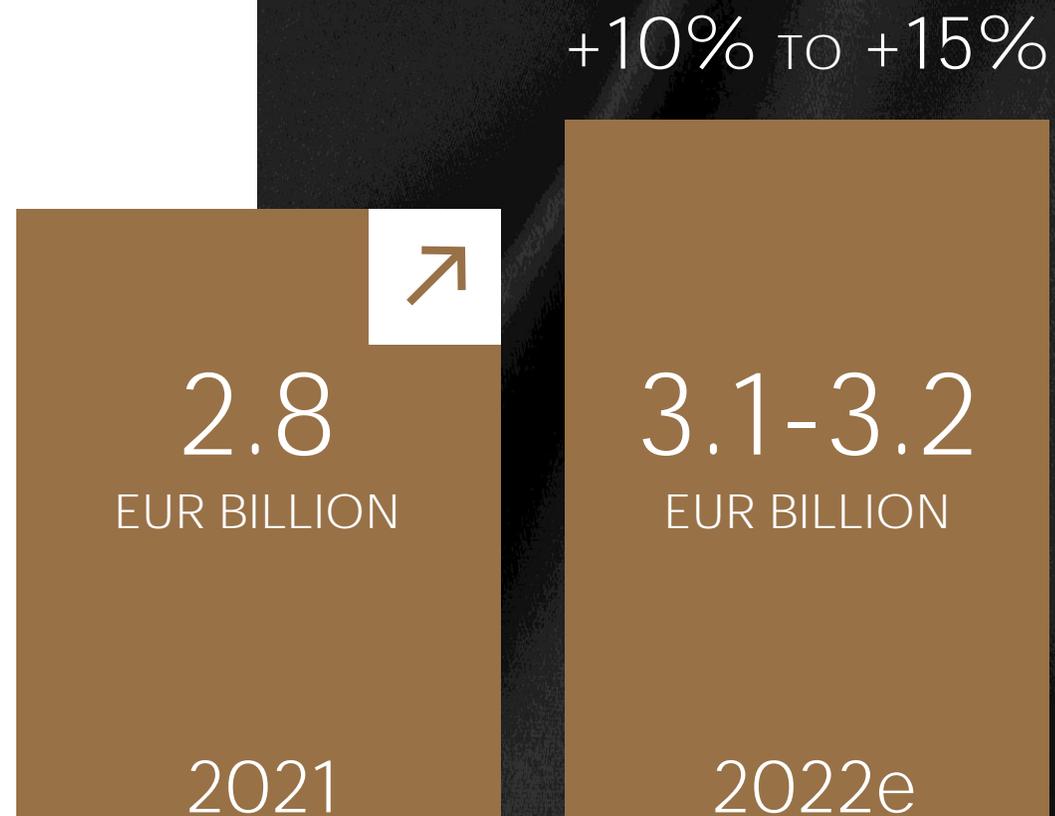
▷ Inventories decrease 3%*
reflecting strong sales growth
in the first quarter

▷ TNWC in % of sales declines
to 15.0%, well below the
prior-year level

▷ Net financial position of plus
EUR 120 million**

SALES OUTLOOK FOR FULL YEAR 2022

- ▶ Broad-based growth across all brands, channels, and key regions expected
- ▶ Strong brand momentum and robust order intake for Fall/Winter 2022 to drive top-line growth



EBIT OUTLOOK FOR FULL YEAR 2022

- ▶ Robust bottom-line improvements anticipated, despite significant step-up in investments as part of "CLAIM 5"
- ▶ Expected top-line growth and robust market positioning to compensate for current macroeconomic uncertainties



SUCCESSFUL START INTO FISCAL 2022

- ▶ Strong top- and bottom-line improvements, as momentum further accelerates in Q1
- ▶ Successful branding refresh drives relevance and perception of BOSS and HUGO
- ▶ Sales and earnings outlook for full year 2022 confirmed

HUGO BOSS





Q&A