

**HUGO BOSS**

# FIRST QUARTER 2023 RESULTS

MAY 4, 2023



**HUGO BOSS**



# YVES MÜLLER



CFO/COO



# HUGO BOSS RECORDS EXCELLENT START TO 2023

GROUP SALES

968

EUR MILLION

+25%\*

VS. Q1 2022

EBIT

65

EUR MILLION

+63%\*

VS. Q1 2022



\*CURRENCY-ADJUSTED

# HUGO BOSS RAISES OUTLOOK FOR FULL YEAR 2023



2023

2023

2023

2023

2023

MID-TERM  
AMBITION  
TO BE  
ACHIEVED  
THIS YEAR

2023  
2023  
2023  
2023  
2023  
2023  
2023  
2023  
2023  
2023  
2023

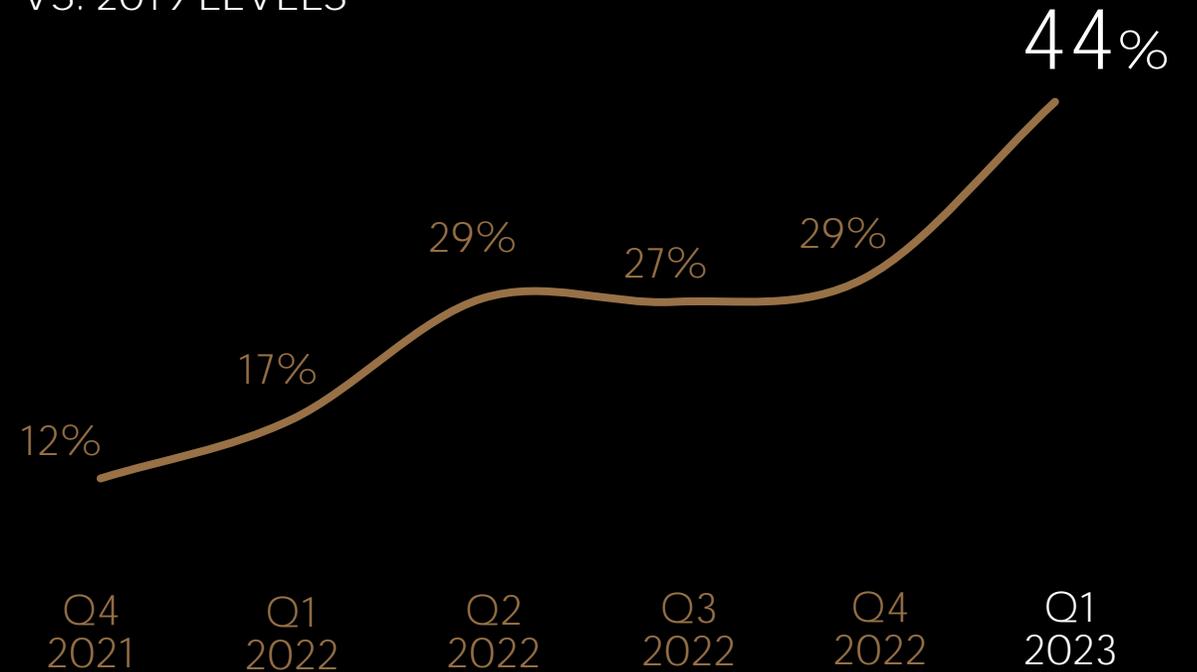
**HUGO BOSS**

4  
EUR BILLION  
GROUP  
SALES

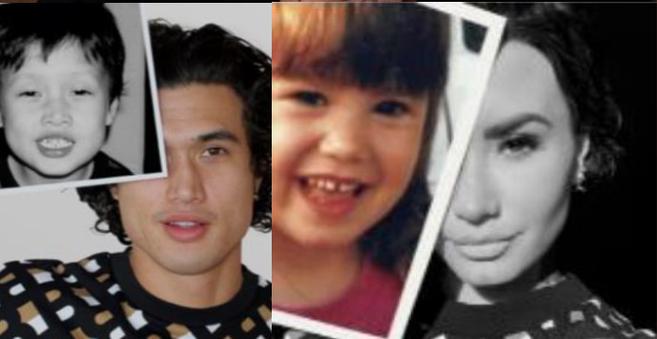


## RIGOROUS EXECUTION OF "CLAIM 5" DRIVES TOP-LINE ACCELERATION

GROUP SALES DEVELOPMENT\*  
VS. 2019 LEVELS



\*CURRENCY-ADJUSTED



BOSS



LAUNCH OF  
SPRING/SUMMER  
2023 CAMPAIGNS  
STRONGLY FUELS  
BRAND MOMENTUM



HUGGO



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# BOSS CELEBRATES SPRING/SUMMER 2023 FASHION SHOW IN MIAMI



# DOUBLE-DIGIT SALES INCREASES ACROSS BRANDS AND WEARING OCCASIONS



BOSS

MENSWEAR

**+23%\***

VS. Q1 2022

WOMENSWEAR

**+28%\***

VS. Q1 2022



HUGGO

**+31%\***

VS. Q1 2022

\*CURRENCY-ADJUSTED

# BROAD-BASED MOMENTUM ACROSS ALL CONSUMER TOUCHPOINTS

DIGITAL

+22%\*

VS. Q1 2022



hugoboss.com and  
digital partner business  
with double-digit increases

RETAIL

+26%\*

VS. Q1 2022



Brand strength leads to  
strong uptick in traffic  
and store productivity  
improvements

WHOLESALE

+26%\*

VS. Q1 2022



Broad-based growth  
across regions due to  
ongoing robust  
demand from partners

# DOUBLE-DIGIT SALES IMPROVEMENTS ACROSS ALL REGIONS



+38%\*  
VS. Q1 2022

## AMERICAS

Broad-based momentum with double-digit growth across all markets

Growth in the U.S. market further accelerates, driven by strong uptick in brand perception

+21%\*  
VS. Q1 2022

## EMEA

Double-digit increases in key markets such as Germany and France

Momentum in the Middle East continues, with strong double-digit increases in Q1

+31%\*  
VS. Q1 2022

## ASIA/PACIFIC

China returns to double-digit growth supported by robust uptick in consumer sentiment

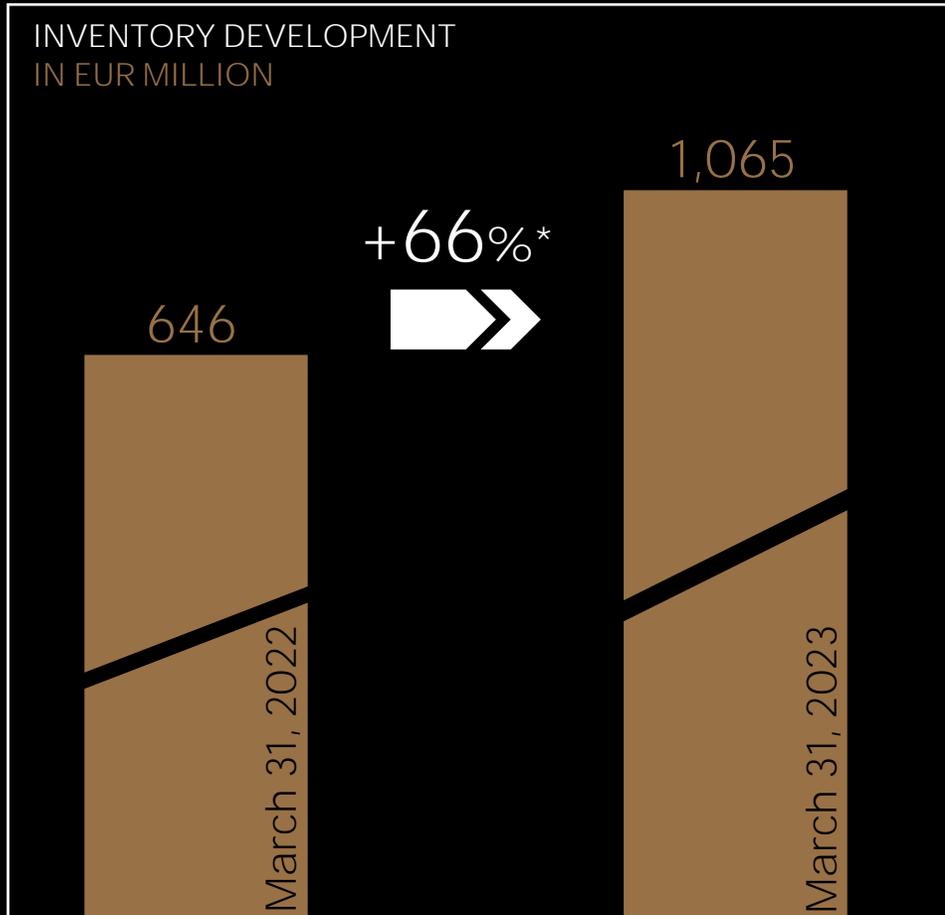
Strong momentum in South East Asia & Pacific continues, with stellar performance in Japan

\*CURRENCY-ADJUSTED

## STRONG BOTTOM-LINE IMPROVEMENTS IN Q1 DESPITE ONGOING INVESTMENTS

	Q1 2023	CHANGE
<b>GROSS MARGIN</b> SLIGHT DECREASE MAINLY DUE TO UNFAVORABLE CURRENCY EFFECTS	61.4%	(30) BP
<b>OPERATING EXPENSES</b> (IN % OF SALES) IMPROVEMENT DRIVEN BY FURTHER EFFICIENCY GAINS IN B&M RETAIL	54.6%	(180) BP
<b>EBIT</b> INCREASE DRIVEN BY STRONG TOP-LINE PERFORMANCE	65 EUR MILLION	+63%
<b>EBIT MARGIN</b> ROBUST IMPROVEMENT DESPITE BRAND AND DIGITAL INVESTMENTS	6.7%	+160 BP
<b>NET INCOME</b> (ATTRIBUTABLE TO SHAREHOLDERS) STRONG INCREASE DESPITE UNFAVORABLE CURRENCY EFFECTS	35 EUR MILLION	+44%

# HUGO BOSS REMAINS COMFORTABLE WITH INVENTORY POSITION



Inventory position aims to support strong top-line momentum across channels



Composition of inventories remains healthy and of high quality



Easing of supply chain disruptions to support inventory development during remainder of 2023



Gradual normalization of inventories expected by end of fiscal year 2023

\*CURRENCY-ADJUSTED

## INCREASE IN INVENTORIES AND HIGHER CAPEX WEIGH ON FREE CASH FLOW DEVELOPMENT

MARCH 31, 2023  
TNWC  
(IN % OF SALES)

16.4%

+130 BP

JAN-MARCH 2023  
CAPITAL  
EXPENDITURE

42

EUR MILLION

>100%

JAN-MARCH 2023  
FREE  
CASH FLOW

(120)

EUR MILLION

<(100)%

▷ Higher inventory position partly offset by increase in trade payables

▷ Step-up reflects ongoing investments in store network and digitalization

▷ Improvements in EBIT more than offset by increase in inventories and capex

# OUTLOOK 2023

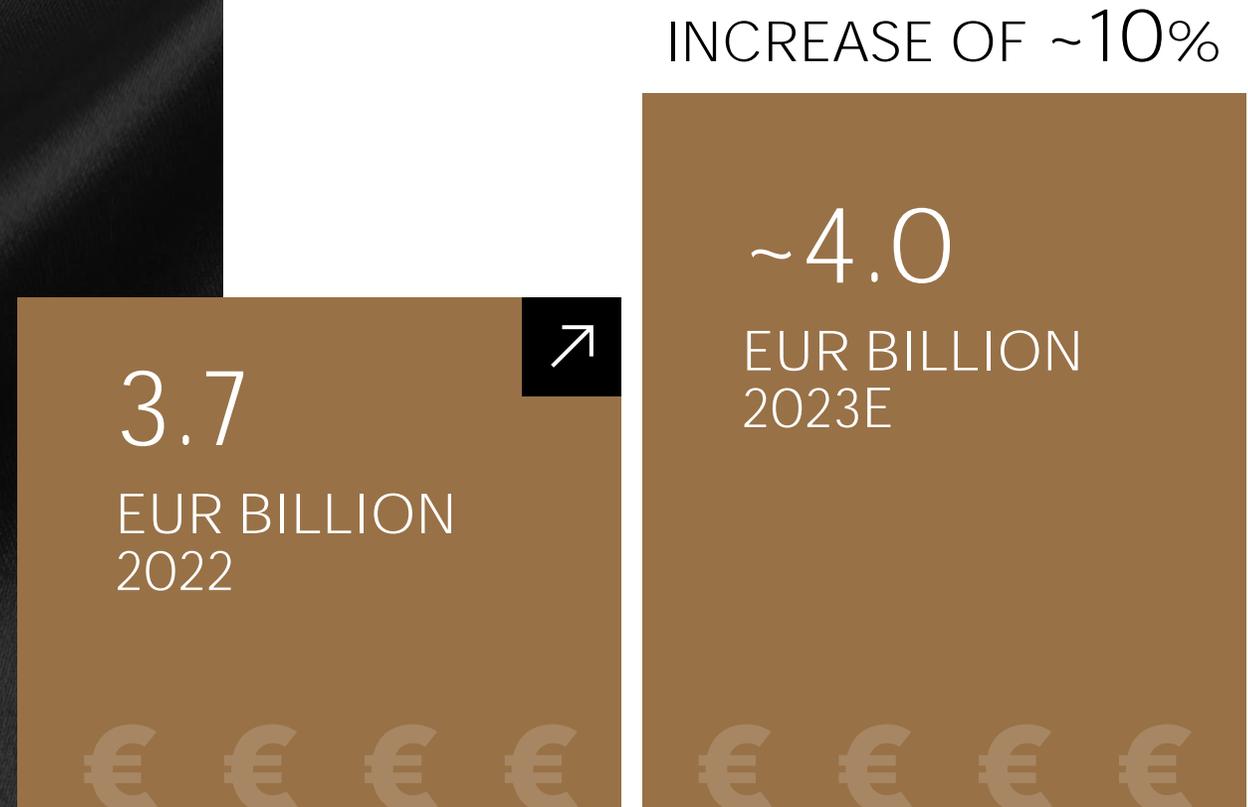
HUGO BOSS



2023

# SALES OUTLOOK

- ▷ Guidance increase in light of strong top-line performance in Q1
- ▷ Robust brand momentum adds further confidence for remainder of 2023
- ▷ Broad-based growth expected across all brands, channels, and regions



# EBIT OUTLOOK

- ▶ Robust improvements in EBIT anticipated, driven by strong top-line growth expected in 2023
- ▶ Ongoing investments more than offset by an at least stable gross margin and further efficiency gains

335

EUR MILLION  
2022



+10% TO +20%

370 TO 400

EUR MILLION  
2023E



METZINGEN, GERMANY



**HUGO BOSS**

# INVESTOR DAY

SAVE  
THE  
DATE

JUNE 14 | 15

2023

# Q&A

**HUGO BOSS**



## FORWARD-LOOKING STATEMENTS CONTAIN RISKS

This document contains forward-looking statements that reflect management's current views with respect to future events. The words "anticipate", "assume", "believe", "estimate", "expect", "intend", "may", "plan", "project", "should", and similar expressions identify forward-looking statements. Such statements are subject to risks and uncertainties. If any of these or other risks and uncertainties occur, or if the assumptions underlying any of these statements prove incorrect, then actual results may be materially different from those expressed or implied by such statements. We do not intend or assume any obligation to update any forward-looking statement, which speaks only as of the date on which it is made.