

HUGO BOSS

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THIRD QUARTER RESULTS

NOVEMBER 2, 2023



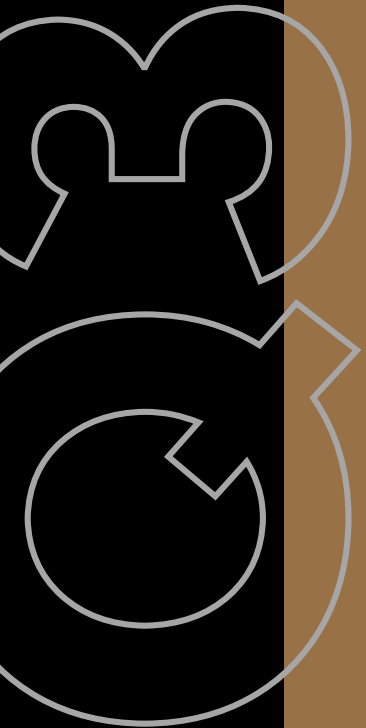
YVES MÜLLER

CFO & COO

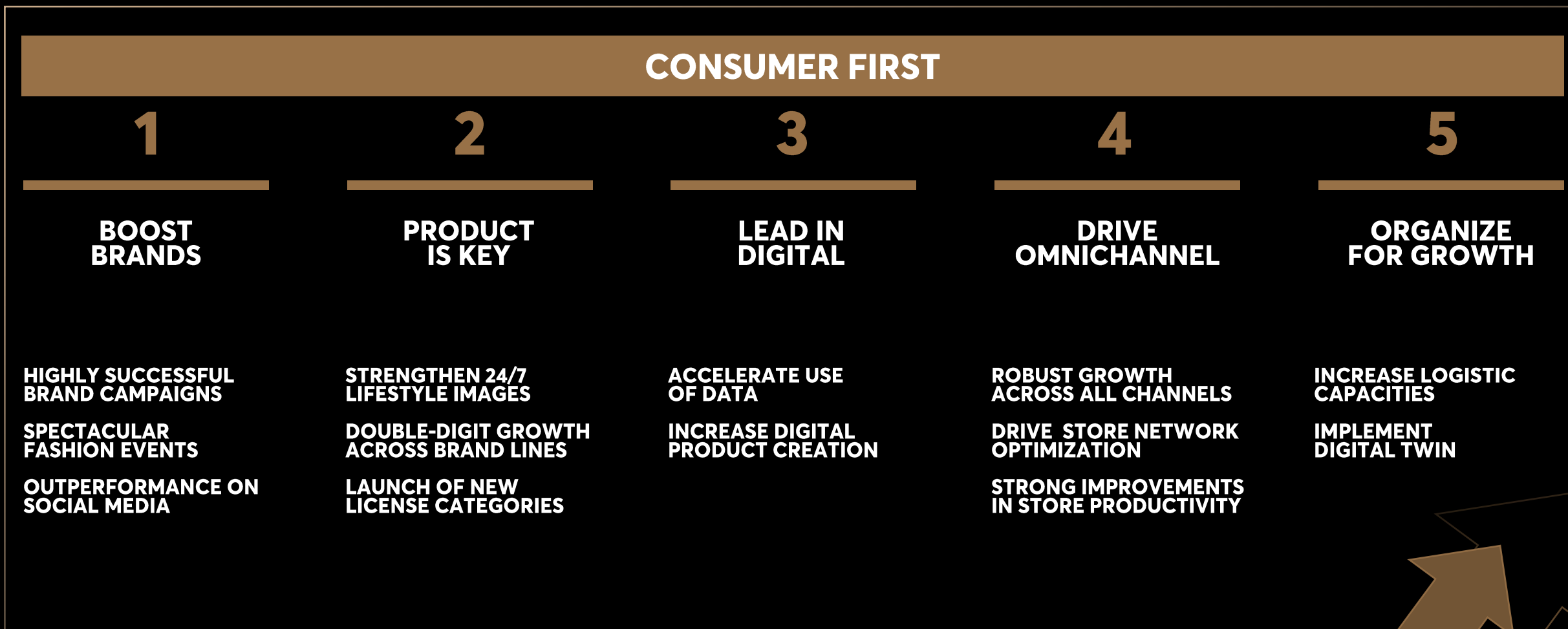
CFO
COO

HUGO BOSS

**SUCCESSFUL THIRD
QUARTER MARKED BY
ONGOING EXECUTION
OF "CLAIM 5" STRATEGY**



RIGOROUS EXECUTION OF "CLAIM 5" STRATEGY WITH STRONG PROGRESS ALONG ALL STRATEGIC CLAIMS



GROWTH TRAJECTORY CONTINUES IN Q3 WITH STRONG TOP- AND BOTTOM-LINE IMPROVEMENTS

€1,027 M

GROUP SALES

VS. Q3 2022:

+10%

IN GROUP CURRENCY

+15%

CURRENCY-ADJUSTED



€103 M

EBIT

VS. Q3 2022:

+12%



10.0%

EBIT MARGIN

VS. Q3 2022:

+20 BP



ONGOING BRAND ACTIVATION DRIVES AWARENESS AND INTERACTION FOR BOSS AND HUGO

BOOST BRANDS



**BOSS
FW23 CAMPAIGN**



**HUGO
FW23 CAMPAIGN**

**LAUNCH OF FW 2023
CAMPAIGNS SPURS
BRAND MOMENTUM**



ENGAGEMENTS
VS. FW22

**BOSS FASHION SHOW IN MILAN
FUELS BRAND MOMENTUM IN Q3**

BOOST BRANDS

~ 30 M

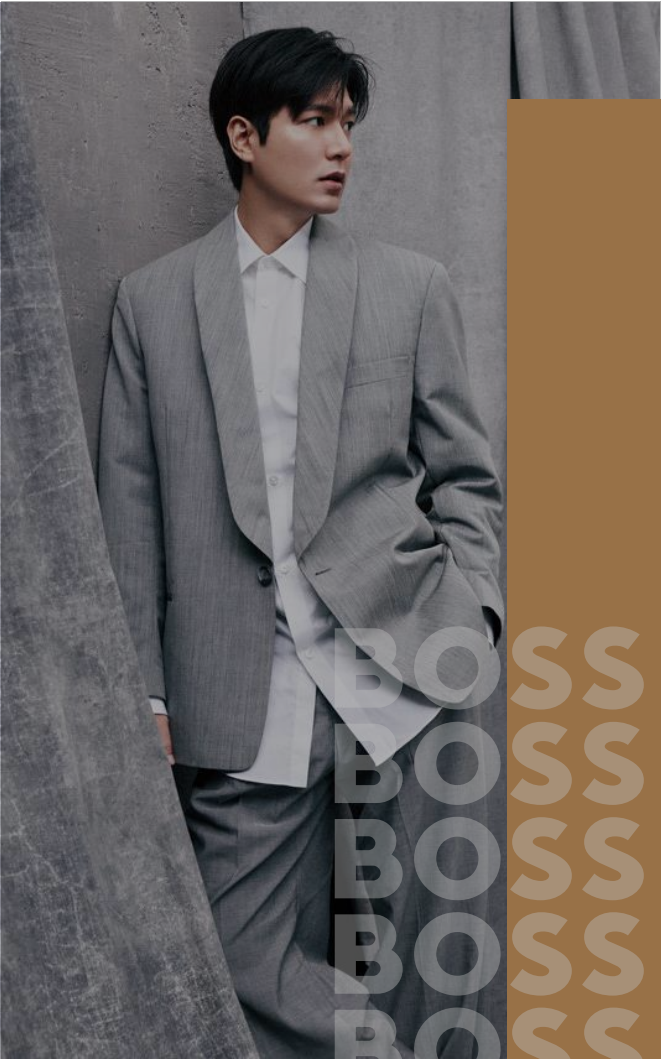
LIVESTREAM VIEWS

3x

**VS. BOSS FASHION
SHOW IN MIAMI**



DOUBLE-DIGIT GROWTH TRAJECTORY CONTINUES ACROSS ALL BRANDS AND WEARING OCCASIONS



MENSWEAR

VS. Q3 2022

+12%*

WOMENSWEAR

VS. Q3 2022

+24%*

HUGO

VS. Q3 2022

+25%*



*CURRENCY-ADJUSTED

ALL CHANNELS RECORD ROBUST SALES IMPROVEMENTS IN THIRD QUARTER



DIGITAL

+25%*

VS. Q3 2022

Double-digit growth
across all digital
touchpoints

WHOLESALE

+21%*

VS. Q3 2022

Double-digit growth in
both order intake and
replenishment business

RETAIL

+8%*

VS. Q3 2022

Robust growth driven by
strong improvements in
store productivity

MODERNIZATION AND OPTIMIZATION OF STORE NETWORK IN FULL SWING

DRIVE OMNICHANNEL

RENOVATIONS

>90 POS

YTD 2023



STORE PRODUCTIVITY

+7%

VS. Q3 2022

12,400

(EUR/SQ M)



BOSS STORE AMSTERDAM



REOPENING
MID-OCT. 2023



BOSS STORE DUBAI MALL



REOPENING
END OF SEP. 2023

BROAD-BASED GROWTH WITH DOUBLE-DIGIT IMPROVEMENTS ACROSS ALL REGIONS

AMERICAS



+22%

VS. Q3 2022

SUPERIOR GROWTH TRAJECTORY

Momentum further accelerates driven by **double-digit growth across all markets**

U.S. market up +20% in Q3, with all consumer touchpoints contributing to growth

Improved 24/7 images of BOSS and HUGO lead to market share gains across key product categories



BROAD-BASED GROWTH WITH DOUBLE-DIGIT IMPROVEMENTS ACROSS ALL REGIONS

EMEA



+12%

VS. Q3 2022

ONGOING RELATIVE OUTPERFORMANCE

All **European key markets** record robust growth with Germany (+8%), UK (+5%), and France (+4%)

All channels contribute to growth in Q3, with particular strong support coming from digital and B&M wholesale

Continued outperformance of broader sector leads to **further market share gains**



BROAD-BASED GROWTH WITH DOUBLE-DIGIT IMPROVEMENTS ACROSS ALL REGIONS

ASIA/PACIFIC



+21%

VS. Q3 2022

LEVERAGING GROWTH POTENTIAL

Business recovery in **China (+17%)** continues with double-digit growth in Q3

Confidence in long-term business potential and **future growth opportunities** remains unchanged

Sustained double-digit improvements in **South East Asia & Pacific**, with Japan being particularly strong

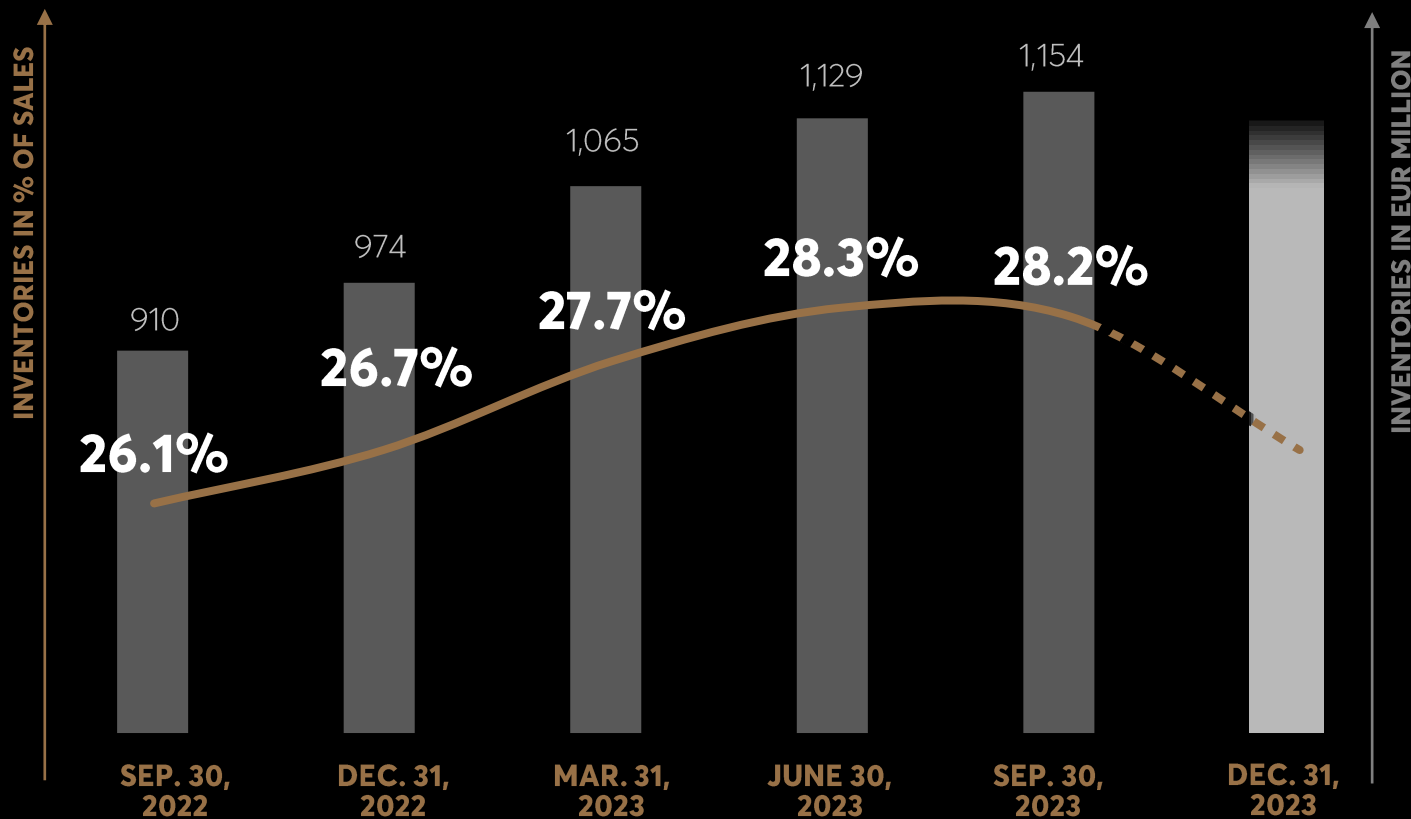


ROBUST BOTTOM-LINE IMPROVEMENTS IN Q3 DESPITE ONGOING INVESTMENTS

	Q3 2023	CHANGE
GROSS MARGIN LOWER FREIGHT COSTS COMPENSATE FOR CHANNEL MIX AND FX EFFECTS	60.7%	(10) BP
OPERATING EXPENSES (IN % OF SALES) LEVERAGE REFLECTS FURTHER EFFICIENCY GAINS IN B&M RETAIL	50.6%	(30) BP
EBIT INCREASE DRIVEN BY ROBUST TOP-LINE PERFORMANCE	103 EUR MILLION	+12%
EBIT MARGIN EXPANSION REFLECTS OPERATING LEVERAGE DESPITE ONGOING INVESTMENTS	10.0%	+20 BP
NET INCOME (ATTRIBUTABLE TO SHAREHOLDERS) EBIT IMPROVEMENTS PARTLY OFFSET BY HIGHER INTEREST EXPENSES	63 EUR MILLION	+9%

INVENTORY MANAGEMENT REMAINS KEY PRIORITY

ABSOLUTE AND RELATIVE DEVELOPMENT OF INVENTORIES



Year over year, inventories increased by 32% currency-adjusted

Composition of inventories remains healthy and of high quality

Gradual normalization of inventories anticipated, starting in Q4 2023

➔ **INVENTORIES TO IMPROVE
TO A LEVEL <20% OF
GROUP SALES BY 2025**

FREE CASH FLOW DEVELOPMENT IMPACTED BY INCREASE IN TNWC AND HIGHER CAPEX

SEP. 30, 2023
TNWC
(IN % OF SALES)

19.8%

+570 BP

Increase mainly reflects higher **inventory position** and **increase in trade receivables**

JULY-SEP. 2023
CAPITAL
EXPENDITURE

70
EUR MILLION

+64%

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

JULY-SEP. 2023
FREE
CASH FLOW

(22)
EUR MILLION

<(100)%

Improvements in EBIT more than offset by **increase in TNWC and CapEx**

2023

2023

2023

2023

2023

2023

**HUGO BOSS
CONFIRMS
OUTLOOK
FOR FY 2023**



2023

ANOTHER RECORD YEAR FOR HUGO BOSS

+12% TO +15%

GROUP SALES

4.1 TO 4.2

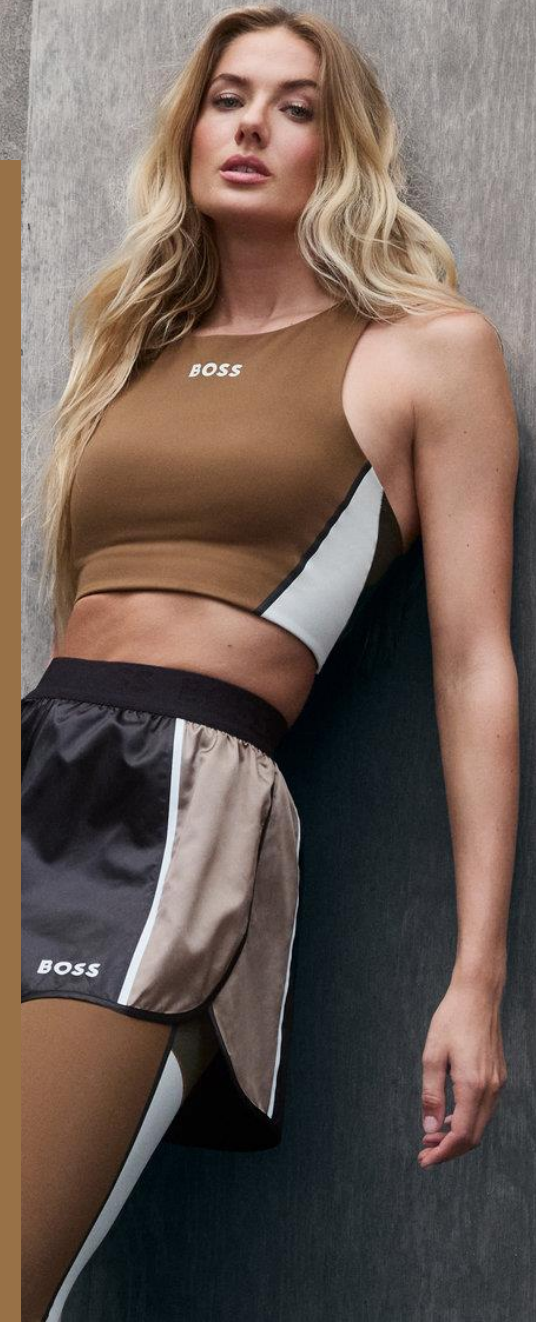
EUR BILLION

+20% TO +25%

EBIT

400 TO 420

EUR MILLION



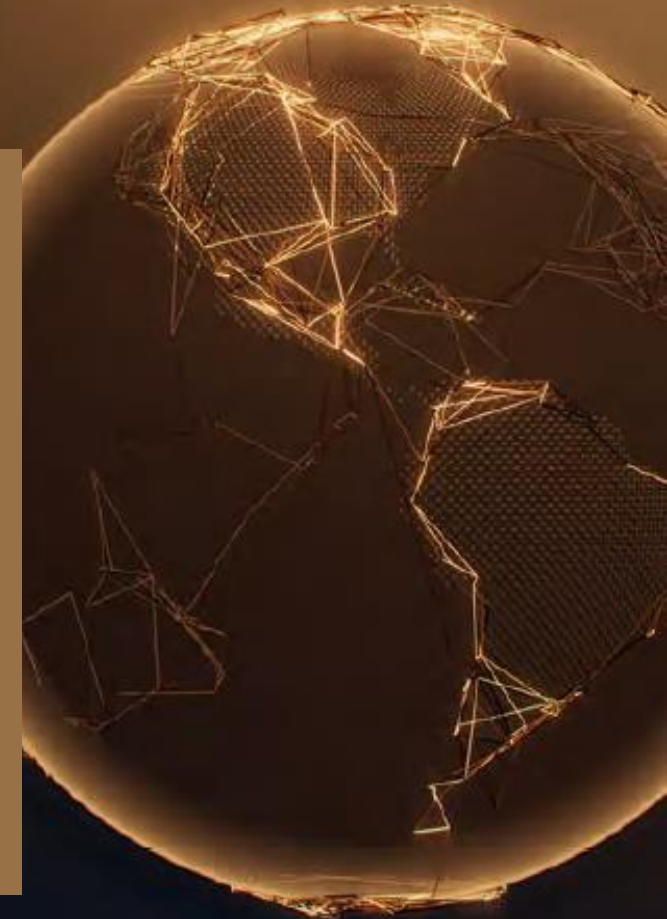
MACRO ENVIRONMENT BECOMES INCREASINGLY CHALLENGING

**MACROECONOMIC
UNCERTAINTIES**

**GEOPOLITICAL
TENSIONS**

**MUTED CONSUMER
SENTIMENT**

**CURRENCY
VOLATILITY**



"CLAIM 5" IS OUR WINNING FORMULA

ONGOING EXECUTION
OF KEY STRATEGIC
INITIATIVES REMAINS
TOP PRIORITY IN
2023 AND BEYOND

CONSUMER FIRST

1

BOOST
BRANDS

2

PRODUCT
IS KEY

3

LEAD IN
DIGITAL

4

DRIVE
OMNICHANNEL

5

ORGANIZE
FOR GROWTH

SUSTAINABLE THROUGHOUT

RIGOROUS EXECUTION

EMPOWER PEOPLE AND TEAMS

CLAIM 5

2023 – ANOTHER IMPORTANT MILESTONE ALONG OUR 2025 FINANCIAL AMBITION

€5 B

SALES

BY 2025

≥€600 M

EBIT

BY 2025

≥12%

EBIT MARGIN

BY 2025



Q&A

Q3 2023

**IF YOU'D LIKE TO ASK A QUESTION,
PRESS * FOLLOWED BY 1**

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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.