



SECOND  
QUARTER  
2022  
RESULTS

**HUGO BOSS**

Q2 2022

## HUGO BOSS ACHIEVES RECORD RESULTS IN Q2 2022

GROUP SALES

878

EUR MILLION

+34%\*

VS Q2 2021

EBIT

100

EUR MILLION

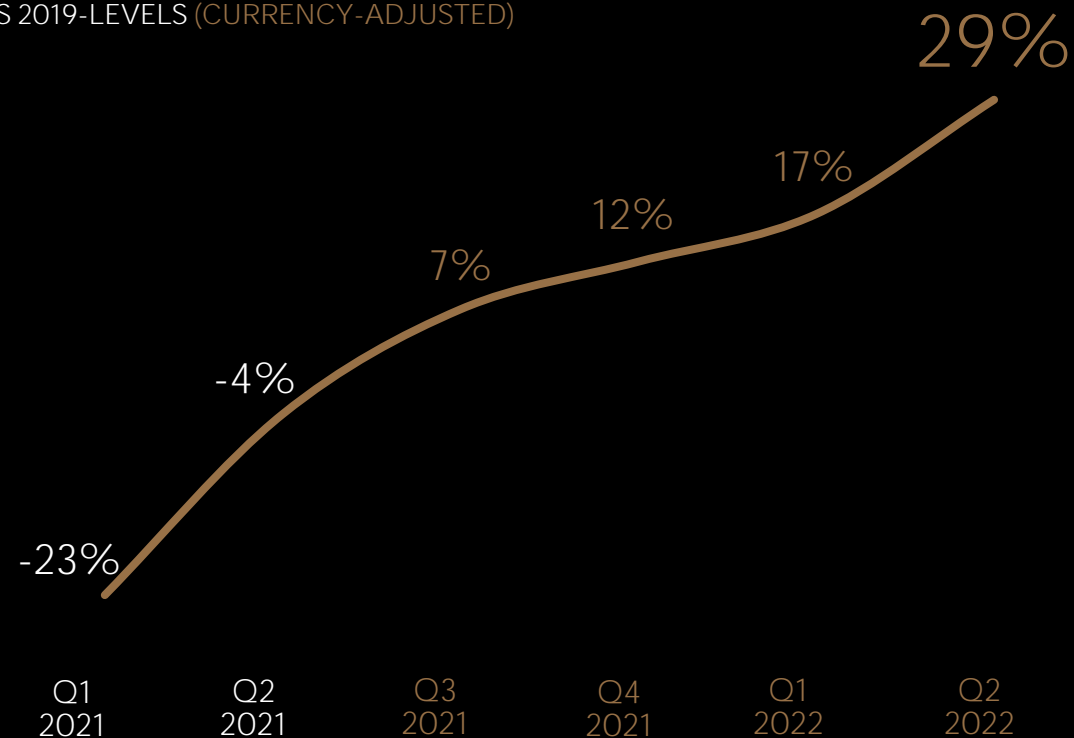
+136%

VS Q2 2021

\*CURRENCY-ADJUSTED

## EXECUTION OF "CLAIM 5" ACCELERATES MOMENTUM

GROUP SALES DEVELOPMENT  
VS 2019-LEVELS (CURRENCY-ADJUSTED)

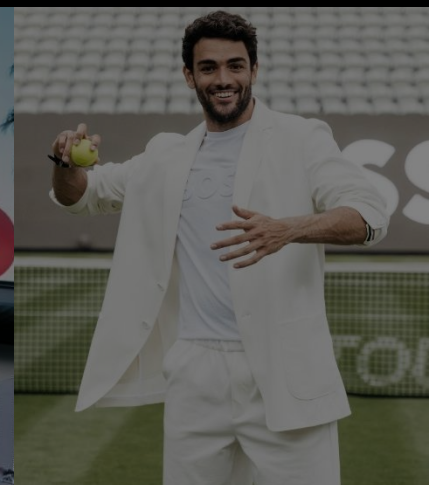


# ENGAGING MARKETING INITIATIVES CREATE STRONG BUZZ FOR BOSS AND HUGO



~ 30 BN

Impressions  
within <6 months



~ 1 BN

Social  
engagements  
within <6 months



# FALL/WINTER 2022 CAMPAIGNS TO KEEP UP BRAND RELEVANCE



# STRONG CONSUMER DEMAND FOLLOWING BRANDING REFRESH



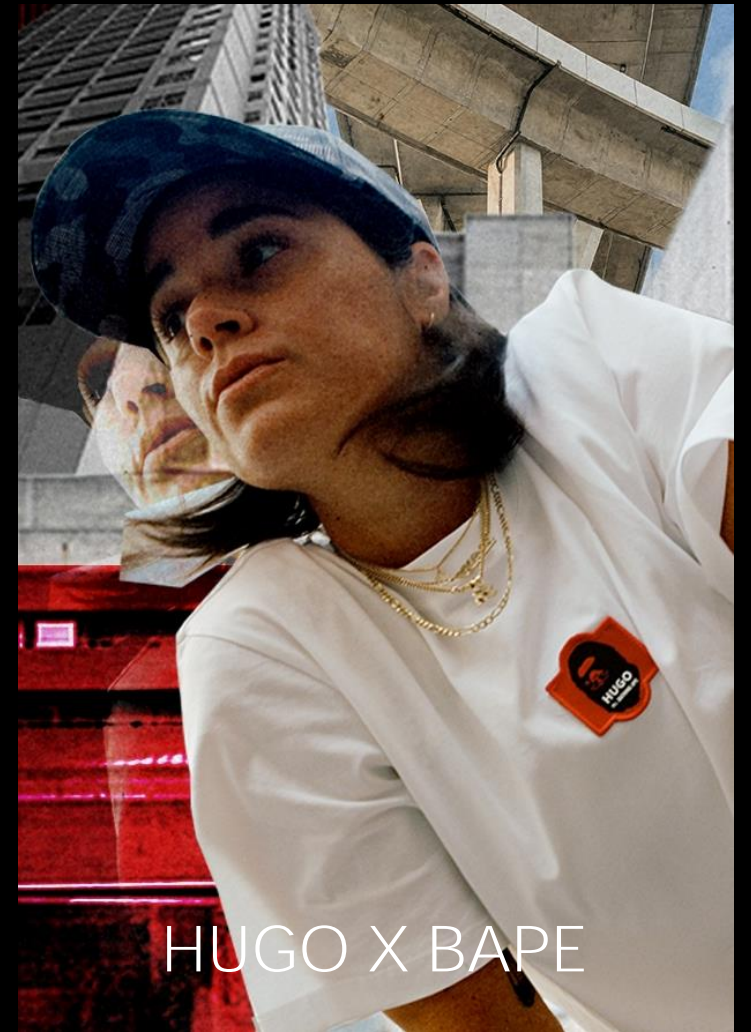
# UNIQUE CAPSULE COLLECTIONS DRIVE FURTHER EXCITEMENT



BOSS X KHABY

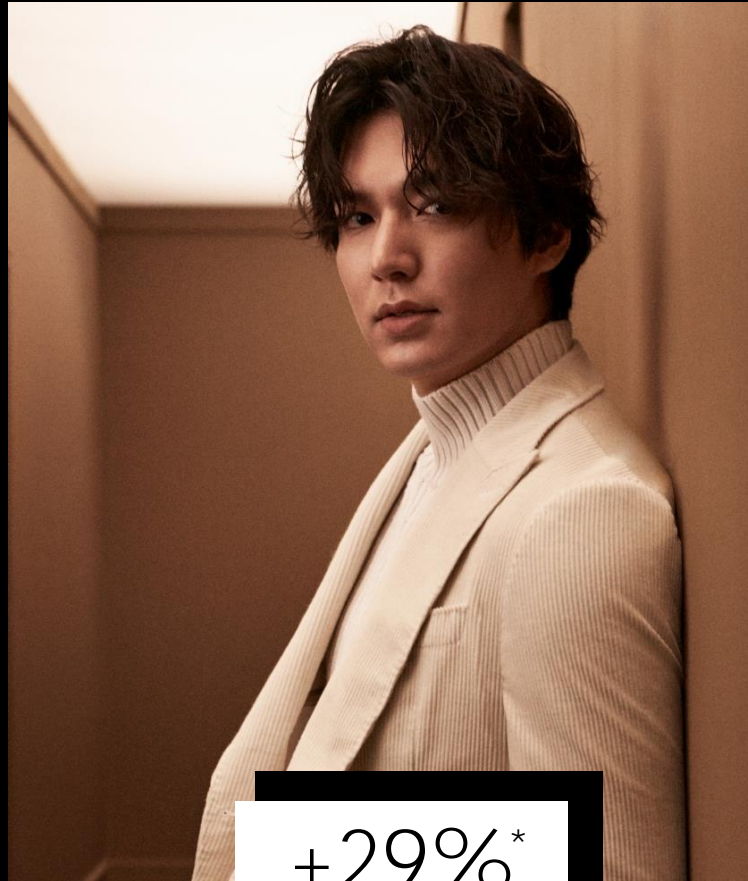


BOSS X ALICA



HUGO X BAPE

# BRAND AND PRODUCT INITIATIVES SPUR MOMENTUM FOR BOSS AND HUGO



**+29%\***  
VS Q2 2019

BOSS MENSWEAR



**+6%\***  
VS Q2 2019

BOSS WOMENSWEAR



**+39%\***  
VS Q2 2019

HUGO



# MOMENTUM IN EUROPE FURTHER ACCELERATES



## EUROPE SALES

INCL. MIDDLE EAST AND AFRICA

+36%\*

vs Q2 2019

- ▶ Momentum fueled by robust local demand as well as return of tourism
- ▶ Double-digit improvements in key markets such as Great Britain, France, and Germany
- ▶ Eastern Europe and Middle East record double-digit and triple-digit growth, respectively

\*CURRENCY-ADJUSTED

# ROBUST CONSUMER DEMAND DRIVES MOMENTUM IN THE AMERICAS



## AMERICAS SALES

+38%\*

vs Q2 2019

- ▶ All of the region's markets with double-digit sales increases compared to 2019
- ▶ Strong momentum in the U.S. market supported by further progress in fostering 24/7 brand image
- ▶ Latin America with particular strength, as revenues more than double versus 2019 levels

\*CURRENCY-ADJUSTED

# COVID-19-RELATED RESTRICTIONS WEIGH ON SENTIMENT IN CHINA



## ASIA/PACIFIC SALES

(4)%<sup>\*</sup>

vs Q2 2019

- ▶ Development across markets differs materially in the second quarter
- ▶ Temporary store closures weigh on sentiment and traffic in mainland China in April and May
- ▶ Double-digit growth in South East Asia & Pacific, with momentum accelerating across key markets

\*CURRENCY-ADJUSTED



## MOMENTUM STRONGLY ACCELERATES IN BRICK-AND-MORTAR BUSINESS

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### RETAIL

Robust store productivity improvements  
driven by increase in traffic

+19%\*  
VS Q2 2019

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### WHOLESALE

Strong demand from wholesale  
partners for BOSS and HUGO collections

+18%\*  
VS Q2 2019

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### DIGITAL

Triple-digit improvements  
across all digital touchpoints

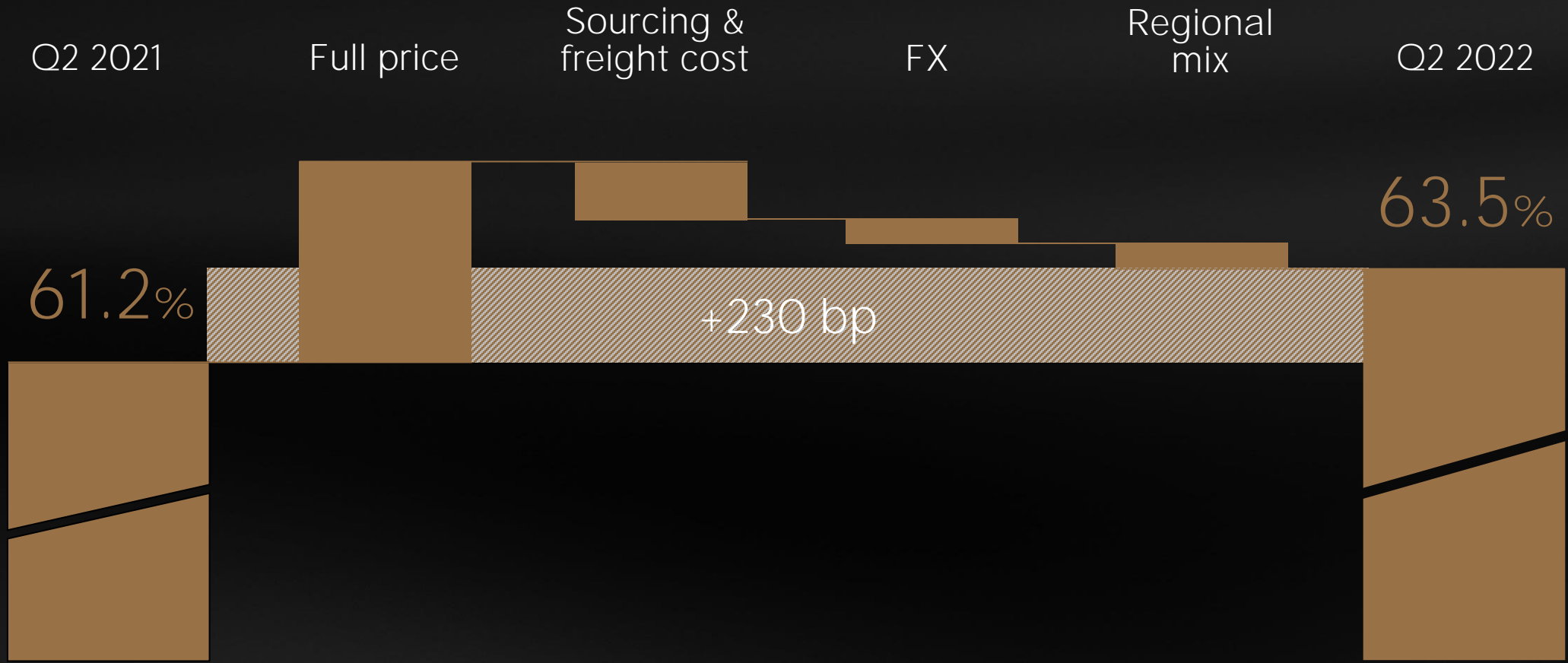
+128%\*  
VS Q2 2019

# ROLLOUT OF NEW STORE CONCEPT IN FULL SWING



BOSS STORE  
LONDON, OXFORD STREET  
OPENING: JUNE 2022

# GROSS MARGIN IMPROVEMENT DUE TO STRONG INCREASE IN FULL-PRICE SALES



## STRONG BOTTOM-LINE IMPROVEMENTS IN THE SECOND QUARTER

	Q2 2022	CHANGE
<b>GROSS MARGIN</b> IMPROVEMENT REFLECTS HIGHER SHARE OF FULL-PRICE SALES	63.5%	+230 BP
<b>OPERATING EXPENSES</b> (IN % OF SALES) OPEX LEVERAGE DRIVEN BY STRONG TOP-LINE DEVELOPMENT	52.2%	(240) BP
<b>EBIT</b> INCREASE MAINLY REFLECTS HIGHER SALES AND GROSS MARGIN IMPROVEMENT	100 EUR MILLION	>100%
<b>EBIT</b> (IN % OF SALES) <b>NOTICEABLE IMPROVEMENT DESPITE ONGOING INVESTMENTS IN "CLAIM 5"</b>	11.4%	+460 BP

# TRADE NET WORKING CAPITAL IMPROVES DESPITE INCREASE IN INVENTORIES

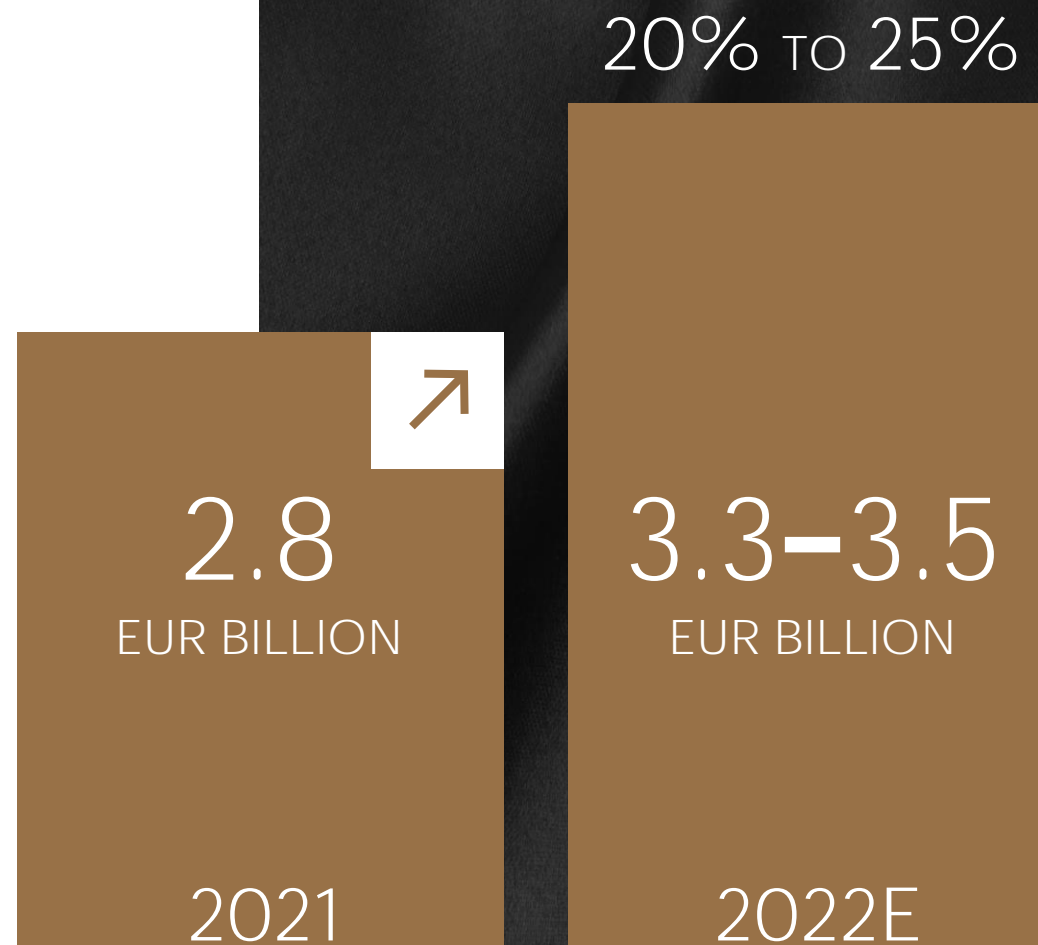
	JUNE 30, 2022	CHANGE
<p><b>TNWC</b> (IN % OF SALES)</p> <p>DECLINE DRIVEN BY STRONG SALES INCREASE AND HIGHER TRADE PAYABLES</p>	13.8%	(980) BP
<p><b>INVENTORIES</b></p> <p>PLANNED INCREASE TO SUPPORT FUTURE GROWTH EXPECTATIONS</p>	760 EUR MILLION	+17%*
<p><b>CAPITAL EXPENDITURE</b>**</p> <p>FOCUS ON OPTIMIZATION OF STORE NETWORK AND DIGITAL EXPANSION</p>	42 EUR MILLION	+55%
<p><b>FREE CASH FLOW</b>**</p> <p>IMPROVEMENTS IN EBIT MORE THAN OFFSET BY INCREASE IN INVENTORIES</p>	98 EUR MILLION	(27)%





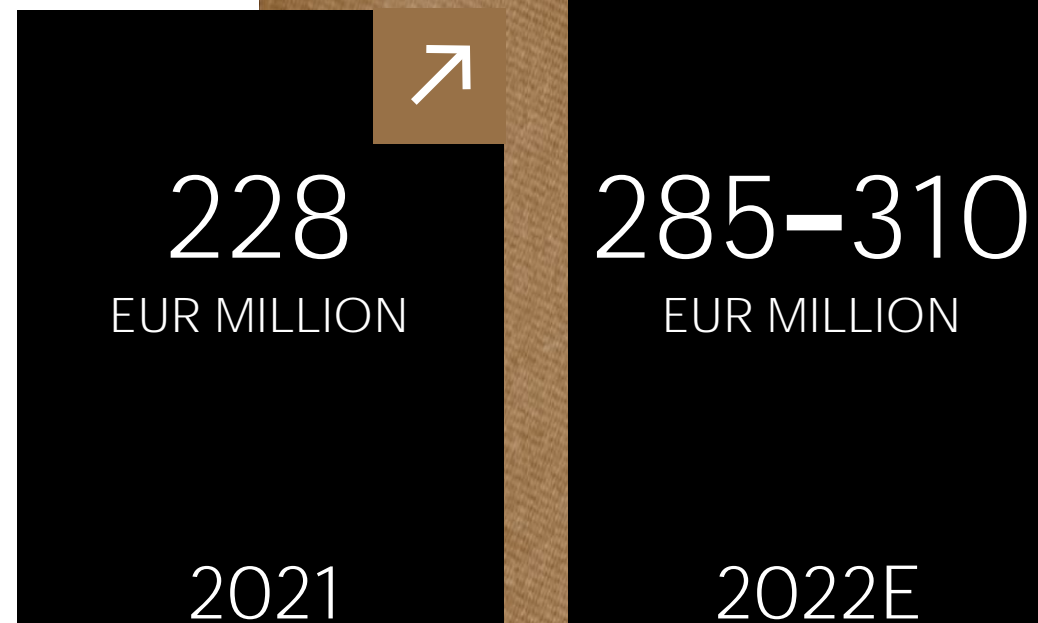
# SALES OUTLOOK FOR FULL YEAR 2022

- ▶ Increase in sales outlook following strong top-line performance in H1 and overall uptick in brand momentum
- ▶ Broad-based growth expected across all brands, channels, and regions



# EBIT OUTLOOK FOR FULL YEAR 2022

- ▶ Increase in EBIT guidance despite ongoing investments as part of "CLAIM 5"
- ▶ Persisting high levels of macroeconomic uncertainties taken into account



## SUCCESSFUL EXECUTION OF "CLAIM 5" WELL ON TRACK

- ▶ Significant acceleration in top- and bottom-line growth in the second quarter
- ▶ FY2022 guidance raised following strong first-half-year results
- ▶ **Relentless implementation of "CLAIM 5"** remains top priority going forward

