Boss (Hugo) (Xet) BOSSX.DE | XETRA Exch | Apparel-Clothing Mfg | MktCap €3.11B Sales €4.23B | Shares 70M Float 46M | EPS Due in 42 Days (e)

497123940 group.hugoboss.com Metzingen, GERMANY Inc 1924 MGMT owns --
EPS Rank 66

Hugo Boss AG is a fashion and lifestyle company that offers women's and men's apparel. Its brands include BOSS and HUGO. It also focuses on the development and distribution of fragrances, eyewear, watches, and children's fashion. The company was founded by Hugo Ferdinand Boss in 1924 and is headquartered in Metzingen, Germany. LESS

ANNUAL - DEC END	2015	2016	2017	2018	2019	2020	2021	2022	2023
EPS EUR	4.63	2.80	3.35	3.42	2.97	-3.18	1.99	3.04	3.74
CASH FLOW/SHR EUR	6.14	5.39	6.09	4.66	9.11	3.11	9.24	4.87	5.13
PRETAX MARGIN %	15%	10%	12%	12%	11%	-14%	7%	8%	9%
RETURN ON EQUITY %	36%	21%	26%	25%	21%	-25%	16%	21%	21%
SALES % CHANGE	9%	-4%	1%	2%	3%	-33%	43%	31%	15%
SALES (MIL) EUR	2,809	2,693	2,733	2,796	2,884	1,946	2,786	3,651	4,198

WEEKLY	Dec 6	Dec 13	Dec 20	Dec 27	Jan 3	Jan 10	Jan 17	Jan 24	Jan 29
DATAGRAPH RATING	41	43	44	44	45	44	42	56	54
AVG DAILY VOL (000)	373	380	411	413	409	414	420	404	392
UP DOWN VOLUME	0.9	1.0	1.2	1.1	1.0	1.0	0.9	1.1	1.0
ACCUM/DIST RATING	21	20	21	21	22	21	5	24	15
RELATIVE STRENGTH	20	29	40	32	37	34	31	55	43
GROUP RANK	179	177	173	165	171	154	96	31	28

2024 Estimate		2025 Estimate	
3.05	-18%	3.65	20%

Earnings Growth Rate	Sales Growth Rate
2022-24 35% (36 Stability)	19%
2020-24 138% (99 Stability)	15%

COMP RATING 66 SMR RATING B
INV T/O 1.9x 40

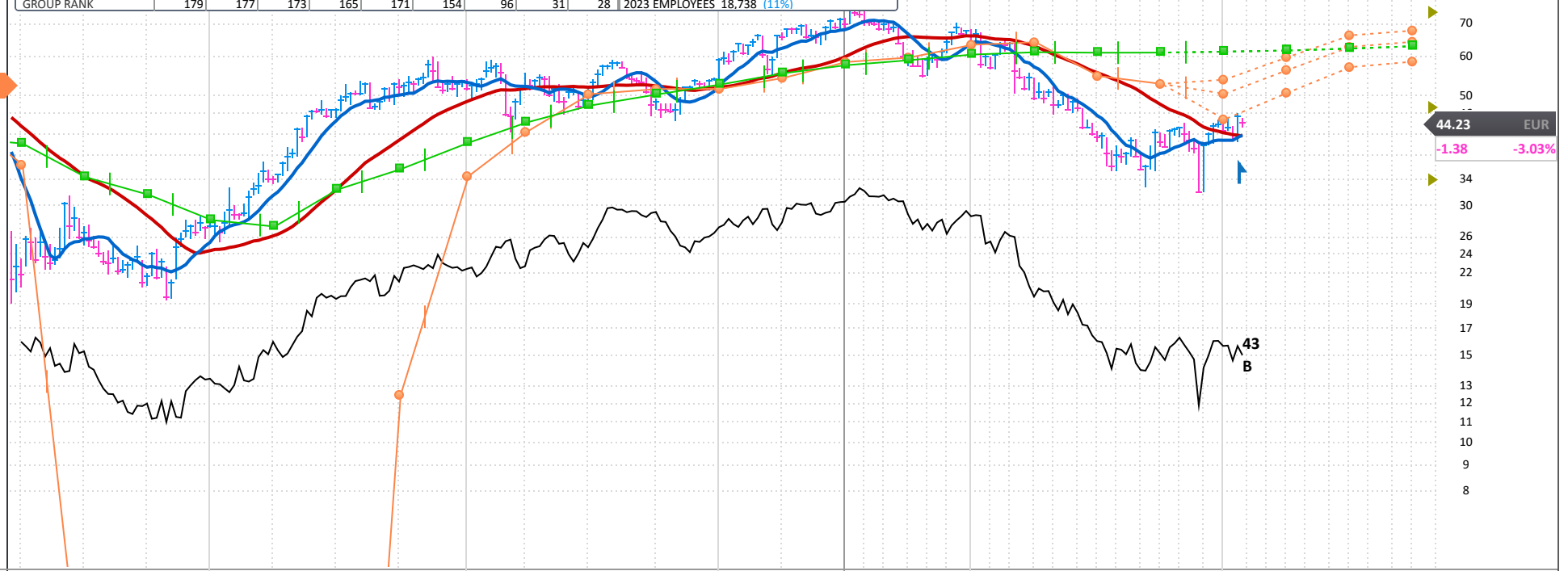
DEBT %	2021-23	76%	62%	73%
TAX RATE	2021-23	27%	22%	24%
BACKLOG	2021-23	--	--	--

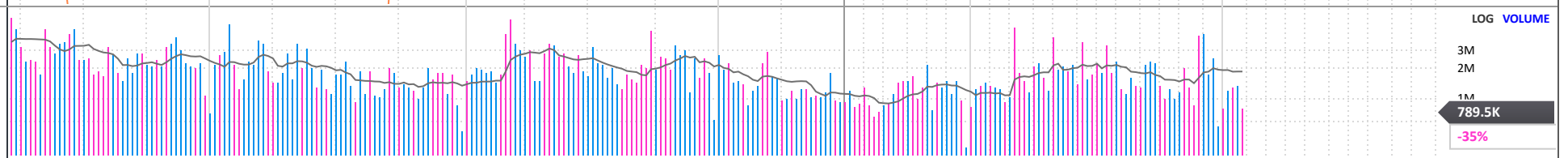
R & D 2.00% BK VAL 2.34x '23
DIV EUR 1.35 (3.1%) DIV GR RT+16% (99)
BETA 0.90(7.00) ALPHA -0.17 (-0.07)
2023 EMPLOYEES 18,738 (11%)

Europe Long -3.15% in 0.9 WKS

OH -32% LOG (Fixed) PRICE

EPS 17 x





FINANCIALS	Dec 20	Mar 21	Jun 21	Sep 21	Dec 21	Mar 22	Jun 22	Sep 22	Dec 22	Mar 23	Jun 23	Sep 23	Dec 23	Mar 24	Jun 24	Sep 24	Dec 24	Mar 25	Jun 25	Sep 25
EPS (EUR)	-0.28	-0.12	0.36	0.77	1.02	0.35	0.84	0.84	1.02	0.51	1.09	0.91	1.24	0.55	0.54	0.80	1.10e	0.90e	0.91e	0.89e
EPS % CHANGE	-132%	+54%	+113%	+2K%	+464%	+392%	+133%	+9%	0%	+46%	+30%	+8%	+22%	+8%	-50%	-12%	-11%e	+64%e	+69%e	+11%e
SALES (MIL EUR)	582.8	497.0	629.0	755.0	905.1	772.0	878.0	933.0	1,068.4	968.0	1,025.0	1,027.0	1,176.5	1,014.0	1,015.0	1,029.0	1,195.1e	1,037.0e	1,054.0e	1,076.0e
SALES % CHANGE	-29%	-10%	+129%	+42%	+55%	+55%	+40%	+24%	+18%	+25%	+17%	+10%	+10%	+5%	-1%	0%	+2%e	+2%e	+4%e	+5%e
EPS % SURPRISE	-322.2%	-63.9%	+66.7%	+2.7%	+22.9%	+112.1%	0.0%	+6.3%	+6.5%	-4.8%	+8.8%	-0.1%	+13.8%	-0.4%	-34.8%	+0.3%				
FUNDS	325	349	347	330	358	373	408	471	506	550	588	598	607	582	514	458	434			
SHARES HELD BY FUNDS	16M	17M	16M	16M	18M	20M	21M	21M	24M	25M	26M	25M	24M	22M	22M	19M	18M			

P/E	14
2025 Est.:	12.1
2026 Est.:	
5-yr High:	4K
5-yr Low:	9
vs Ind. Avg:	0.7x