

## WEB ACCESSIBILITY STATEMENT

### General

HUGO BOSS places great importance on all its customers and is committed to continuously improving the accessibility and usability of its website, [www.hugoboss.com](http://www.hugoboss.com) (the "Website"). Our goal is to ensure that the services and content on our Website are accessible to everyone, including individuals with disabilities, particularly, but not exclusively, users of screen reader technology. HUGO BOSS implemented technology to ensure and maintain accessibility in compliance with applicable laws enacted under the European Accessibility Act in the European Union, as well as the Web Content Accessibility Guidelines (WCAG). This ensures that the Website meets the requirements not only of the European Union but also of similar regulations in Canada, the United Kingdom, the United States, and other countries worldwide.

### Scope

This accessibility statement applies to the website provided under the domain [www.hugoboss.com/dk](http://www.hugoboss.com/dk), as well as the HUGO BOSS application for mobile devices.

### Standards and testing procedures

The accessible design of the Website is based in particular on the Web Content Accessibility Guidelines (WCAG) 2.1, especially the success criteria of conformity level AA, as well as the European standard EN 301 549 (version 3.2.1) in its currently valid version, insofar as this is relevant for web offerings.

HUGO BOSS strives to align its website as closely as possible with these standards and the requirements of applicable laws enacted under the European Accessibility Act in the European Union.

The HUGO BOSS website is regularly monitored and tested by internal resources to ensure the greatest possible conformity with the above-mentioned success criteria and standards. These reviews include technical tests, random manual checks, and user feedback. Based on the findings, HUGO BOSS continuously adapts and optimizes the Website to gradually reduce existing barriers.

### Note

Please note that we are continuously working to maintain the accessibility and usability of our Website. HUGO BOSS monitors the Website regularly and makes updates as needed to further enhance accessibility.

Despite our best efforts, challenges may arise due to the wide variety of assistive technologies. We appreciate your understanding and patience.

### Contact

If you have specific questions or concerns regarding the accessibility of a particular page on our Website, please feel free to contact us via email at [info@hugoboss.com](mailto:info@hugoboss.com). Should you encounter an accessibility issue, kindly provide details about the specific page and the nature of the issue. We will make every reasonable effort to make that page or the information contained within it accessible to you. Thank you for visiting our Website!

**Competent market surveillance authority**

The market surveillance authority responsible for monitoring compliance with the requirements of applicable laws enacted under the European Accessibility Act in the European Union is:

Digitaliseringsstyrelsen (Agency for Digital Government)  
Landgreven 4  
1301 Copenhagen K  
Denmark

Telephone: +45 3392 5200

Email: [digst@digst.dk](mailto:digst@digst.dk)

**Status**

This accessibility statement is reviewed at regular intervals and updated as necessary, particularly in the event of significant technical or legal changes.

Status: March 2026