

14 July 2011

ASOS plc
Global Online Fashion Store
Trading Statement for the 3 months ended 30 June 2011

£'000s	Q1 2011/12	Q1 2010/11	Increase
Retail sales	104,217	61,712	69%
- UK sales	44,617	38,758	15%
- Total International sales	59,600	22,954	160%
- <i>US sales</i>	7,061	2,812	151%
- <i>EU sales</i>	25,487	14,176	80%
- <i>ROW sales</i>	27,052	5,966	353%
Group revenues*	107,279	65,807	63%

** Includes retail sales, postage and packaging (P&P) income and 3rd party revenues*

Q1 Highlights

- Strong retail sales + 69% year on year
- UK retail sales + 15% / International retail sales + 160%
- International retail sales mix 57%
- Retail gross margin in line with guidance
- Warehouse transition completed on budget and ahead of schedule

Nick Robertson, CEO, commented:

"I am pleased to report a strong first quarter performance with retail sales up 69% to £104m.

Our UK performance was good +15% and our International performance was very strong +160%. International sales now represent 57% of the total up from 51% in the last quarter.

Importantly the transition to our new single warehouse facility in Barnsley was completed during the period, on budget and ahead of schedule.

The new financial year has started well and we remain positive in our outlook for 2012, with progress to date in line with expectations."

For further information:

ASOS plc

Nick Robertson, Chief Executive

Nick Beighton, Finance Director

College Hill

Matthew Smallwood / Justine Warren / Jamie Ramsay

JPMorgan Cazenove

Luke Bordewich / Gina Gibson

Numis Securities

Alex Ham

Tel: 020 7756 1017

Tel: 020 7457 2020

Tel: 020 7588 2828

Tel: 020 7260 1000

Background note

ASOS is a global online fashion and beauty retailer and offers over 50,000 branded and own label product lines across womenswear, menswear, footwear, accessories, jewellery and beauty with approximately 1,500 new product lines being introduced each week.

Aimed at fashion forward 16-34 year olds globally, ASOS attracts 13 million unique visitors a month and as at 30 June 2011 had 5.8 million registered users and 3.5 million active customers from 160 countries (defined as having shopped in the last 12 months).

www.asos.com

www.us.asos.com

www.asos.de

www.asos.fr

m.asos.com

marketplace.asos.com

fashionfinder.asos.com

Appendix

Split of Retail Sales by Quarter for the Year to Date 2011/2012

£'000s	Q1 YOY%		Q2 YOY%		Q3 YOY%		Q4 YOY%		2011/12 YOY%	
UK sales	44,617	15%							44,617	15%
International sales	59,600	160%							59,600	160%
- US sales	7,061	151%							7,061	151%
- EU sales	25,487	80%							25,487	80%
- ROW sales	27,052	353%							27,052	353%
Total retail sales	104,217	69%							104,217	69%

Split of Retail Sales by Quarter for the Year to Date 2010/2011

£'000s	Q1 YOY%		Q2 YOY%		Q3 YOY%		Q4 YOY%		2010/11 YOY%	
UK sales	38,758	32%	43,680	21%	56,320	23%	45,314	25%	184,072	25%
International sales	22,954	111%	26,017	128%	43,719	156%	47,338	155%	140,028	142%
- US sales	2,812	199%	3,752	293%	5,297	267%	6,781	209%	18,642	235%
- EU sales	14,176	70%	13,880	71%	24,460	102%	20,869	73%	73,385	86%
- ROW sales	5,966	266%	8,385	259%	13,962	300%	19,688	359%	48,001	275%
Total retail sales	61,712	54%	69,697	47%	100,039	59%	92,652	69%	324,100	58%