

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

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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%