

9 December 2014

**ASOS plc (“the Company”)**  
**Global Online Fashion Destination**  
**Trading Statement for the three months ended 30 November 2014**

£'000	Three months to 30 November			
	2014	2013	Increase	CCY^ increase
UK retail sales	104,804	84,370	24%	24%
US retail sales	23,975	22,024	9%	12%
EU retail sales	59,001	59,547	(1%)	7%
ROW retail sales	58,549	62,333	(6%)	0%
Total International retail sales	141,525	143,904	(2%)	4%
<b>Total retail sales</b>	<b>246,329</b>	<b>228,274</b>	<b>8%</b>	<b>12%</b>
<b>Total group revenues*</b>	<b>252,200</b>	<b>232,737</b>	<b>8%</b>	<b>12%</b>

\*Includes retail sales, delivery receipts and third party revenues.

^On constant exchange rate basis

### Three months to 30 November 2014 highlights

- Retail sales +8% (UK +24%, International -2%)
- International retail sales 57% of total (63% last year)
- Retail gross margin down c.170 bps on prior year
- Mechanised pick solution at Barnsley now live
- Zonal live in UK, Australia and France
- Business interruption claim completed; further reimbursements received of £6.3m
- Strong balance sheet and cash position

### Nick Robertson, CEO, commented:

“Total retail sales for the quarter grew by 8% (12% on a constant currency basis). September and October were challenging as we completed the automation programme in Barnsley in time for peak. Our sales have since gathered momentum and we had our biggest ever trading week over cyber weekend in November.

Our strong UK performance continued at +24%, however international retail sales declined by 2% (growth of 4% at constant currency). International trading conditions remain challenging.

We have commenced investment into our international pricing and have started to roll out our zonal pricing capability, which combined will help us to address our international performance. We continue to focus on our major investment programmes, upgrading our IT platform and investing in our logistics capability.

During the quarter, we received £6.3 million of insurance proceeds related to the fire at Barnsley in June, which we are deploying to accelerate our investment in international pricing. After taking this into account, we expect full year profits to be in line with expectations”.

***Analyst/Investor conference call:***

ASOS will be hosting a conference call for analysts and investors at 8:30am (UK Time) today. Please call Guy Scarborough at Instinctif Partners for dial-in details on 020 7457 2047 or email [guy.scarborough@instinctif.com](mailto:guy.scarborough@instinctif.com).

A recording of this conference call will be available on the ASOS Plc investor centre website later today: <http://www.asosplc.com/investors.aspx>

***Photography:***

Latest photography will be available at: <http://www.asosplc.com/media/image-library.aspx>

***For further information:*****ASOS plc****Tel: 020 7756 1000**

Nick Robertson, Chief Executive  
Nick Beighton, Chief Financial Officer / Chief Operating Officer  
Greg Feehely, Head of Investor Relations

**Instinctif Partners****Tel: 020 7457 2020**

Matthew Smallwood / Justine Warren / Guy Scarborough

**JPMorgan Cazenove****Tel: 020 7742 4000**

Luke Bordewich

**Numis Securities****Tel: 020 7260 1000**

Alex Ham

**Background note**

ASOS is a global fashion destination for 20-somethings. We sell cutting-edge 'fast fashion' and offer a wide variety of fashion-related content, making ASOS.com the hub of a thriving fashion community. We sell over 80,000 branded and own-brand products through localised mobile and web experiences, delivering from our fulfilment centres in the UK, US, Europe and China to almost every country in the world.

We tailor the mix of own-label, global and local brands sold through each of our nine local language websites: UK, US, France, Germany, Spain, Italy, Australia, Russia and China.

ASOS's websites attracted 90 million visits during November 2014 (November 2013: 81 million) and as at 30 November 2014 had 9.0 million active customers<sup>1</sup> (30 November 2013: 7.6 million), of which 3.6 million were located in the UK and 5.4 million were located in our international territories (30 November 2013: 3.0 million in the UK and 4.6 million internationally).

<sup>1</sup> Defined as having shopped in the last 12 months

[www.asos.com](http://www.asos.com)

[www.asos.es](http://www.asos.es)

[www.us.asos.com](http://www.us.asos.com)

[www.asos.com/ru](http://www.asos.com/ru)

[www.asos.de](http://www.asos.de)

[www.asos.cn](http://www.asos.cn)

[www.asos.fr](http://www.asos.fr)

[m.asos.com](http://m.asos.com)

[www.asos.com/au](http://www.asos.com/au)

[marketplace.asos.com](http://marketplace.asos.com)

[www.asos.it](http://www.asos.it)

[fashionfinder.asos.com](http://fashionfinder.asos.com)

## Appendix 1 – Retail sales growth by quarter<sup>1</sup> in sterling

### Year ending 31 August 2015

£'000	Q1 YOY%	Q2 YOY%	Q3 YOY%	Q4 YOY%	2014/15 YTD YOY%
UK retail sales	104,804 24%				104,804 24%
<i>US retail sales</i>	<i>23,975 9%</i>				<i>23,975 9%</i>
<i>EU retail sales</i>	<i>59,001 (1%)</i>				<i>59,001 (1%)</i>
<i>ROW retail sales</i>	<i>58,549 (6%)</i>				<i>58,549 (6%)</i>
International retail sales	141,525 (2%)				141,525 (2%)
<b>Total retail sales</b>	<b>246,329 8%</b>				<b>246,329 8%</b>

### Year ending 31 August 2014

£'000	Q1 YOY%	Q2 YOY%	Q3 YOY%	Q4 YOY%	2013/14 YOY%
UK retail sales	84,370 36%	97,670 29%	91,880 43%	98,321 33%	372,241 35%
<i>US retail sales</i>	<i>22,024 16%</i>	<i>24,725 50%</i>	<i>24,765 17%</i>	<i>20,797 0%</i>	<i>92,311 19%</i>
<i>EU retail sales</i>	<i>59,547 79%</i>	<i>68,079 54%</i>	<i>64,710 37%</i>	<i>64,049 21%</i>	<i>256,385 44%</i>
<i>ROW retail sales</i>	<i>62,333 21%</i>	<i>53,571 6%</i>	<i>61,600 1%</i>	<i>56,854 (5%)</i>	<i>234,358 5%</i>
International retail sales	143,904 39%	146,375 32%	151,075 17%	141,700 6%	583,054 22%
<b>Total retail sales</b>	<b>228,274 38%</b>	<b>244,045 31%</b>	<b>242,955 25%</b>	<b>240,021 15%</b>	<b>955,295 27%</b>

### Year ending 31 August 2013

£'000	Q1 YOY%	Q2 YOY%	Q3 YOY%	Q4 YOY%	2012/13 YOY%
UK retail sales	62,053 24%	75,526 28%	64,347 39%	74,101 49%	276,027 34%
<i>US retail sales</i>	<i>19,048 57%</i>	<i>16,503 50%</i>	<i>21,255 59%</i>	<i>20,872 59%</i>	<i>77,678 57%</i>
<i>EU retail sales</i>	<i>33,337 15%</i>	<i>44,120 58%</i>	<i>47,215 56%</i>	<i>53,036 73%</i>	<i>177,708 51%</i>
<i>ROW retail sales</i>	<i>51,357 42%</i>	<i>50,319 33%</i>	<i>60,796 38%</i>	<i>59,922 26%</i>	<i>222,394 35%</i>
International retail sales	103,742 34%	110,942 45%	129,266 48%	133,830 47%	477,780 44%
<b>Total retail sales</b>	<b>165,795 30%</b>	<b>186,468 37%</b>	<b>193,613 45%</b>	<b>207,931 47%</b>	<b>753,807 40%</b>

<sup>1</sup> Quarterly periods are as follows:

*Q1: three months to 30 November*

*Q2: three months to 28 February*

*Q3: three months to 31 May*

*Q4: three months to 31 August*

## Appendix 2 – Retail sales growth by quarter<sup>1</sup> at constant currency

### Year ending 31 August 2015

£'000	Q1 YOY%		Q2 YOY%		Q3 YOY%		Q4 YOY%		2014/15 YTD YOY%
UK retail sales	104,804	24%							104,804 24%
<i>US retail sales</i>	23,975	12%							23,975 12%
<i>EU retail sales</i>	59,001	7%							59,001 7%
<i>ROW retail sales</i>	58,549	0%							58,549 0%
International retail sales	141,525	4%							141,525 4%
<b>Total retail sales</b>	<b>246,329</b>	<b>12%</b>							<b>246,329 12%</b>

### Year ending 31 August 2014

£'000	Q1 YOY%		Q2 YOY%		Q3 YOY%		Q4 YOY%		2013/14 YOY%
UK retail sales	84,370	36%	97,670	29%	91,880	43%	98,321	33%	372,241 35%
<i>US retail sales</i>	22,024	15%	24,725	53%	24,765	28%	20,797	10%	92,311 25%
<i>EU retail sales</i>	59,547	68%	68,079	51%	64,710	42%	64,049	29%	256,385 45%
<i>ROW retail sales</i>	62,333	27%	53,571	16%	61,600	16%	56,854	3%	234,358 15%
International retail sales	143,904	38%	146,375	36%	151,075	28%	141,700	14%	583,054 28%
<b>Total retail sales</b>	<b>228,274</b>	<b>37%</b>	<b>244,045</b>	<b>33%</b>	<b>242,955</b>	<b>33%</b>	<b>240,021</b>	<b>21%</b>	<b>955,295 30%</b>

### Year ending 31 August 2013

£'000	Q1 YOY%		Q2 YOY%		Q3 YOY%		Q4 YOY%		2012/13 YOY%
UK retail sales	62,053	24%	75,526	28%	64,347	39%	74,101	49%	276,027 34%
<i>US retail sales</i>	19,048	57%	16,503	54%	21,255	54%	20,872	55%	77,678 55%
<i>EU retail sales</i>	33,337	25%	44,120	63%	47,215	52%	53,036	62%	177,708 51%
<i>ROW retail sales</i>	51,357	42%	50,319	33%	60,796	36%	59,922	28%	222,394 34%
International retail sales	103,742	38%	110,942	47%	129,266	44%	133,830	44%	477,780 43%
<b>Total retail sales</b>	<b>165,795</b>	<b>33%</b>	<b>186,468</b>	<b>39%</b>	<b>193,613</b>	<b>42%</b>	<b>207,931</b>	<b>45%</b>	<b>753,807 40%</b>

<sup>1</sup> Quarterly periods are as follows:

Q1: three months to 30 November

Q2: three months to 28 February

Q3: three months to 31 May

Q4: three months to 31 August