

Retail @ ASOS

CAPITAL MARKETS EVENT

20 April 2021

THE ASOS VISION

**TO BE THE #1
DESTINATION FOR FASHION-LOVING 20-SOMETHINGS WORLDWIDE**



asos

Not a retailer.

Not a platform.

A destination.

@ASOS.

20-SOMETHING FASHION IS AT THE CORE OF OUR MODEL

1. Truly global retailer

2. The ASOS Brands

Design that can't
be found anywhere
else

3. The ASOS Platform

One platform with all
the relevant product,
all of the time

4. The ASOS Experience

Inspiring, exciting,
friction-free and
personalised

5. Effective, efficient and sustainable model

AND TODAY WE FOCUS ON THE HEART OF OUR BUSINESS

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INTRODUCTIONS

**JOSE ANTONIO
RAMOS**

Chief Commercial Officer

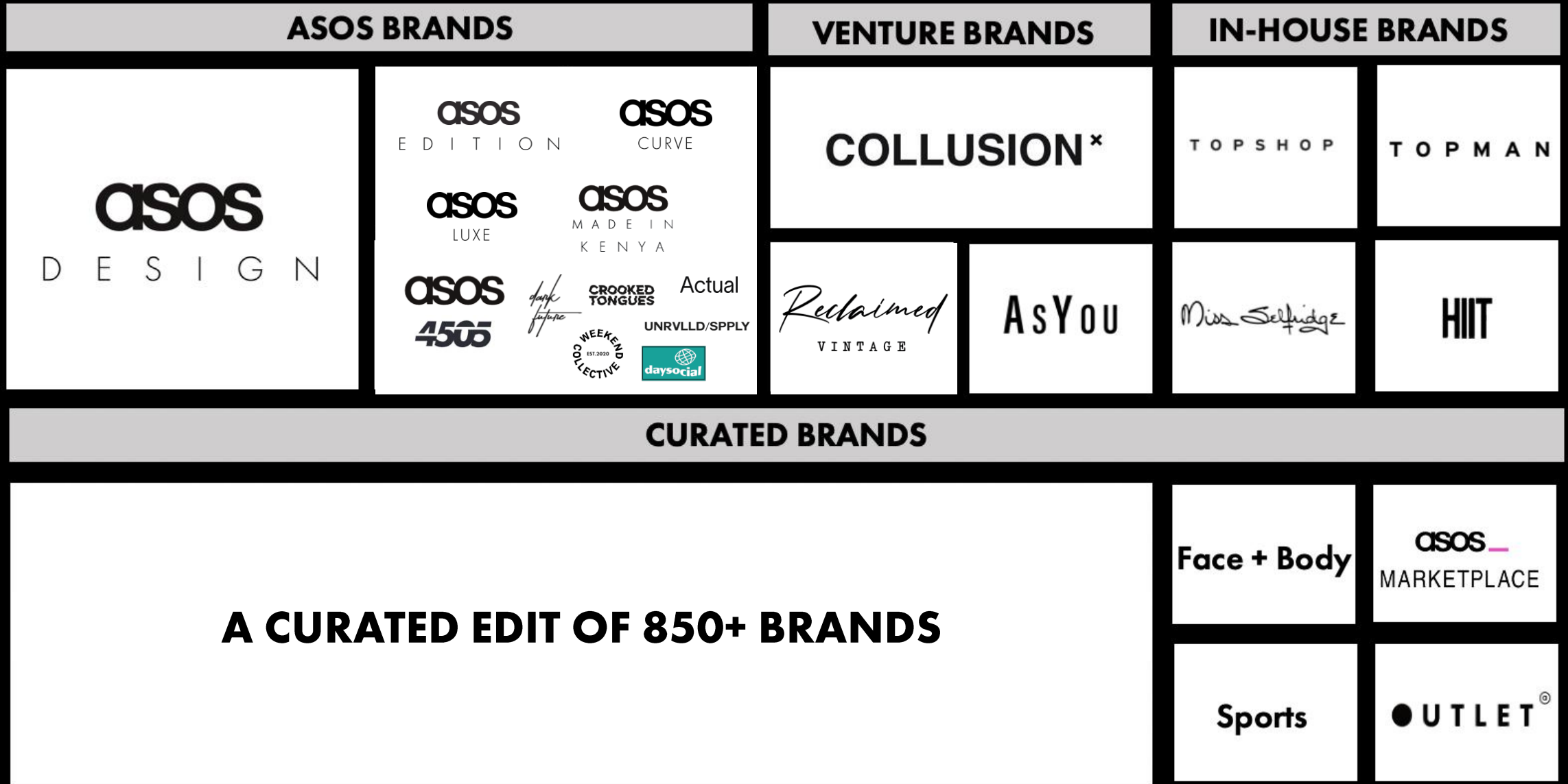
**VANESSA
SPENCE**

Design Director

**NIKKI
TATTERSALL**

Buying Director

A PLATFORM BUILT ON A UNIQUE SET OF BRANDS



A CHARACTERISTIC PERSPECTIVE OF FASHION

WITH THE PURPOSE TO OFFER A UNIQUE EXPERIENCE. THE ASOS EXPERIENCE



ALL THROUGH THE LENS OF OUR CORE VALUES

INCLUSIVITY



FWI



OFFERING A UNIQUE EXPERIENCE FOR ALL MOMENTS OF A 20-SOMETHINGS LIFE

20-SOMETHING CUSTOMER TYPES

GOING OUT

For the Gram

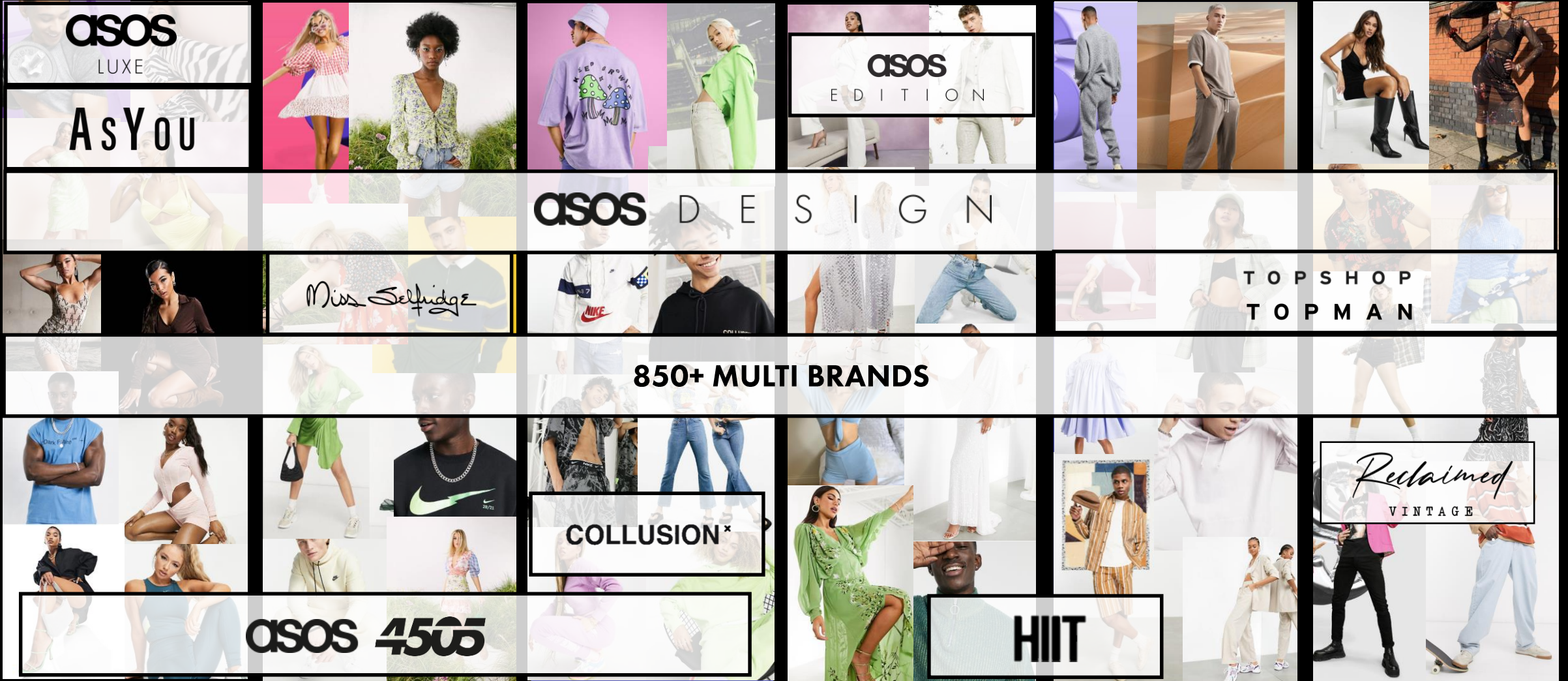
Girl/Lad ND

Gen Street

Polished

Minimal

Scenester

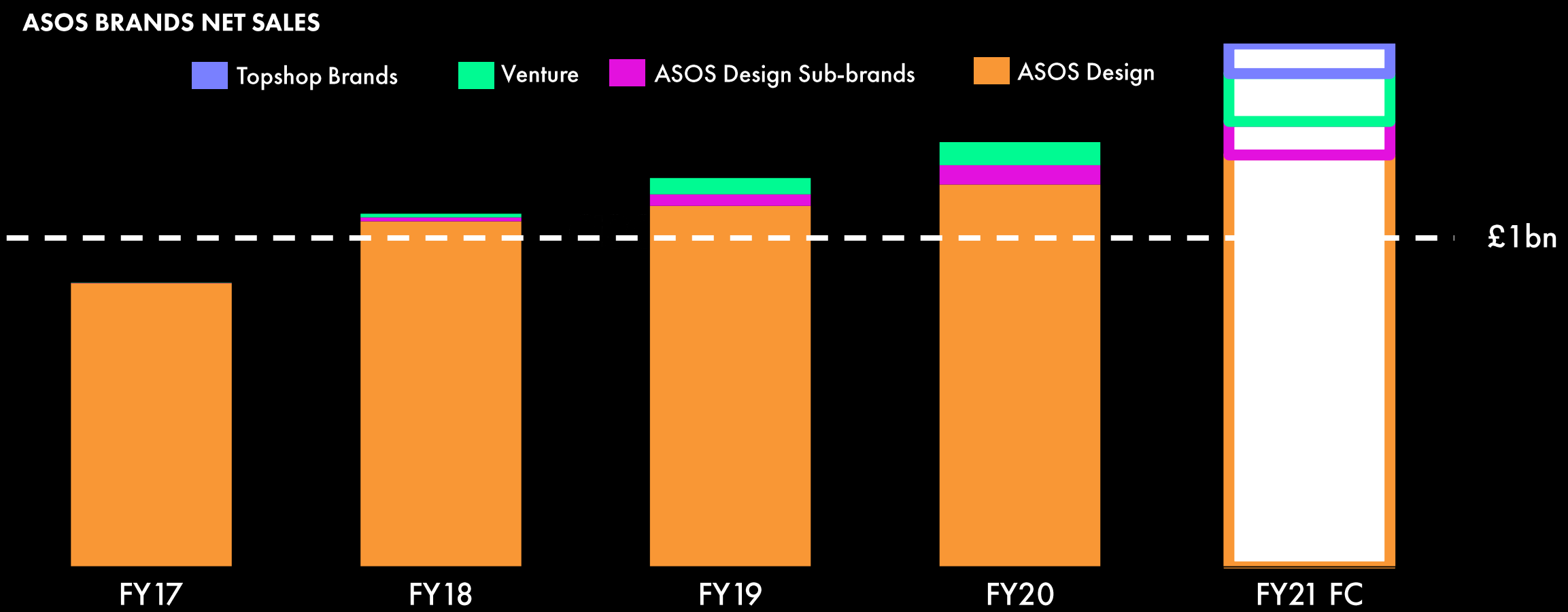


END USAGE

CASUAL

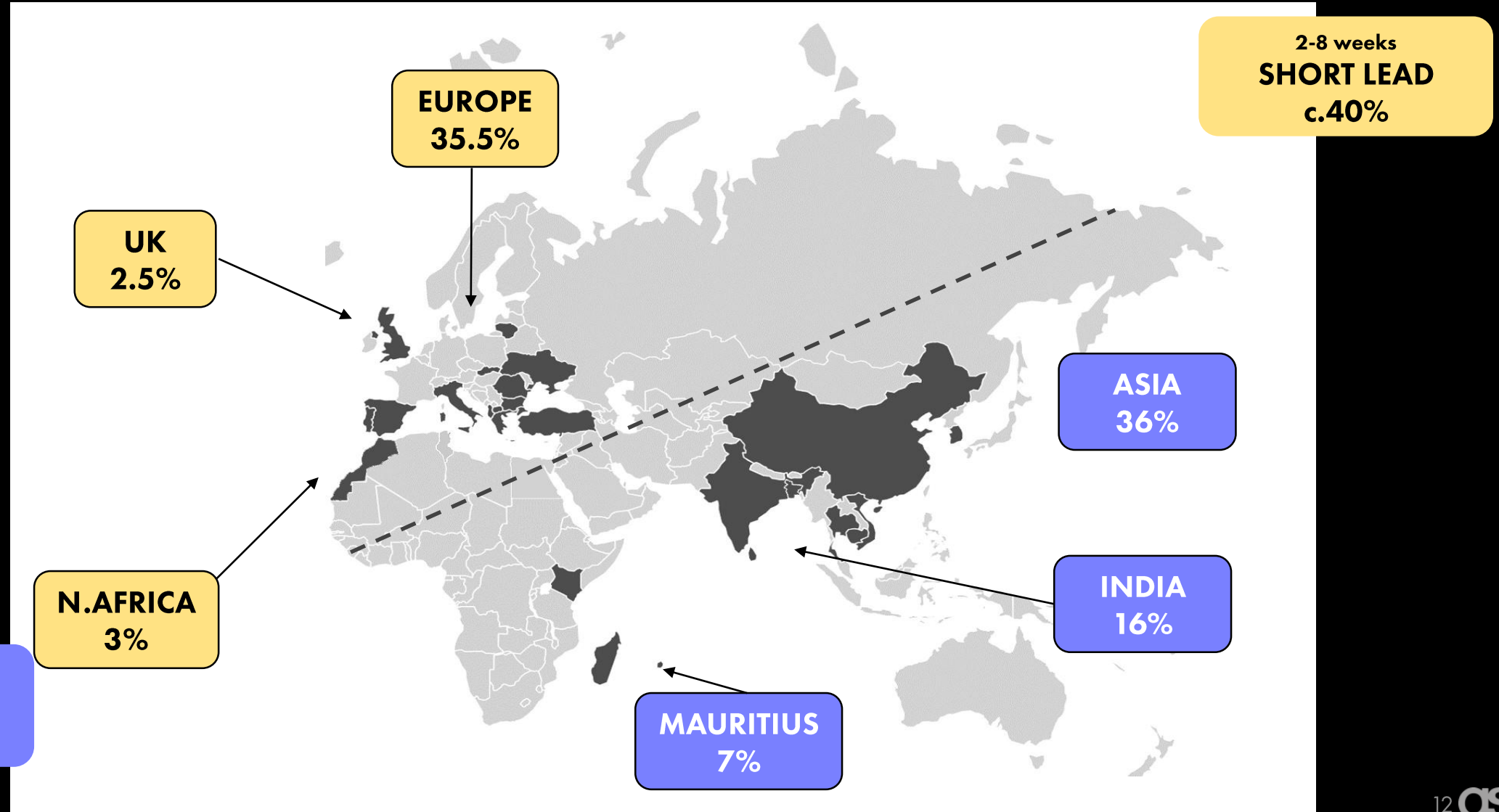
BUILDING OUR EXCLUSIVE BRAND PORTFOLIO

ASOS BRANDS ARE ON TRACK TO DOUBLE FROM FY17 TO OVER £1.5BN



SOURCING OUR EXCLUSIVE BRAND PORTFOLIO

A DYNAMIC BUYING MODEL BALANCING AGILITY, FLEXIBILITY AND SUSTAINABILITY



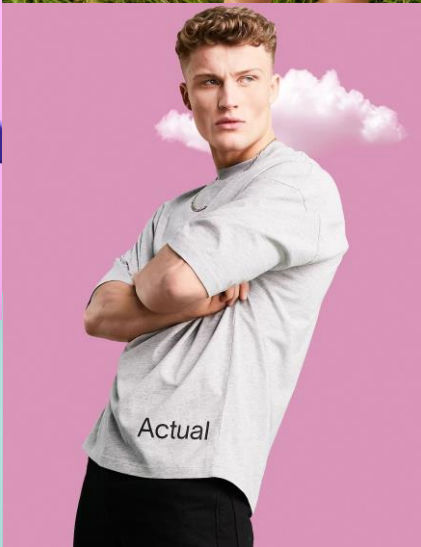
OUR EXCLUSIVE BRAND PORTFOLIO



asos
DESIGN
FOR ALL MOMENTS OF A 20-SOMETHINGS LIFE

asos
DESIGN
FOR ALL MOMENTS OF A 20-SOMETHINGS LIFE

asos
DESIGN
FOR ALL MOMENTS OF A 20-SOMETHINGS LIFE



- **ASOS Design & 12 sub brands**
- **Multi category, multi end-use**
- **ID market gaps, anticipate trends**

OUR EXCLUSIVE BRAND PORTFOLIO

COLLUSION*

A STREET BRAND UNIQUELY DESIGNED FOR THE COMING AGE.
SHAPED BY AND FOR AN AUDIENCE WHO DEMAND SOMETHING DIFFERENT FROM FASHION.



- The unofficial brand of lockdown
- 2nd most searched brand on ASOS
- Loved by the GenZ customer, average customer age 22

MARKET-LEADING DESIGN CAPABILITY

100 STRONG DESIGN TEAM USING HANDCRAFTED TO DIGITAL METHODS



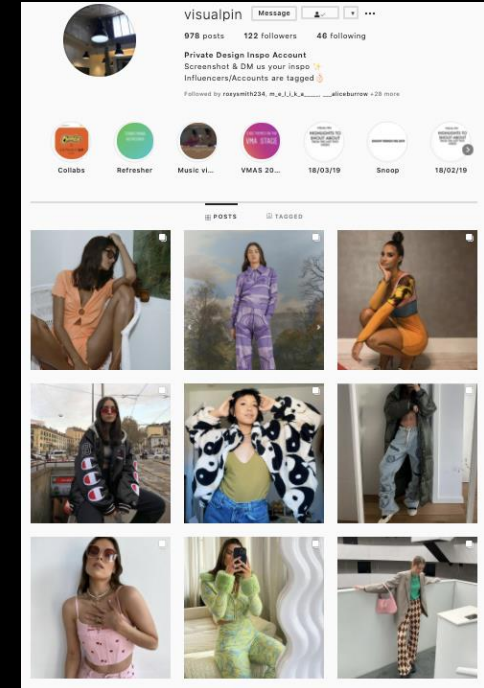
- Bespoke teams across the ASOS Design, Venture and Sub Brands
- Uniquely skilled across multiple disciplines
- Create designs unique to ASOS

IT ALL STARTS WITH RESEARCH, AND WE ARE 20-SOMETHING OBSESSED

GLOBAL INSPIRATION FROM SOCIAL MEDIA, FASHION AND 20-SOMETHING CULTURE

- 20-something obsessed
- Using multiple research channels
- Ability to pivot to the changing needs of customer

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DROPPING THE HOTTEST TRENDS ON SITE AT SPEED

A DYNAMIC BUYING MODEL ENABLING AGILITY AND REACTIVITY - INSPIRATION TO SITE IN 4 WEEKS

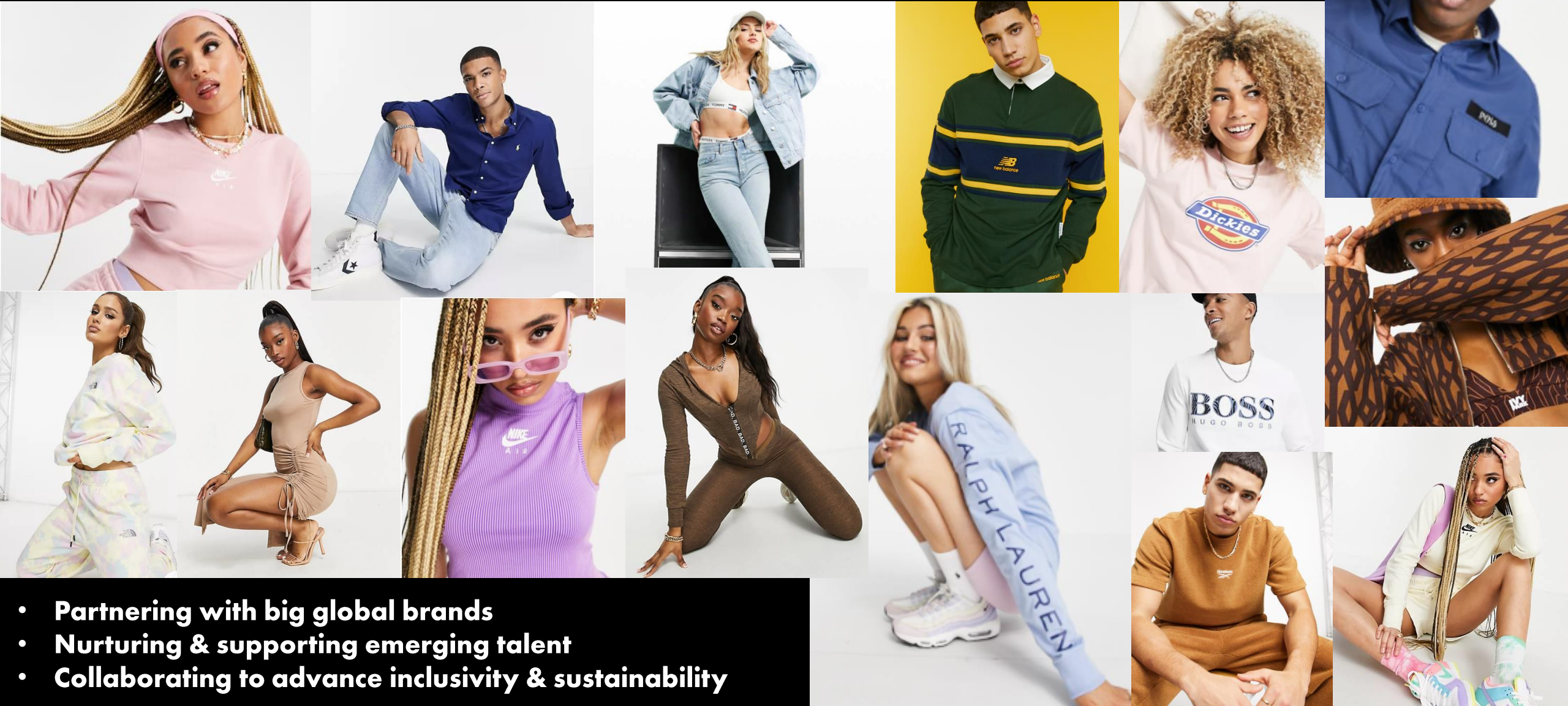


- Reacting to cultural trend moments
- Plan for optimum flexibility & agility
- Optimising short lead routes
- Continuous cycle newness
- Multiple lead-times running parallel



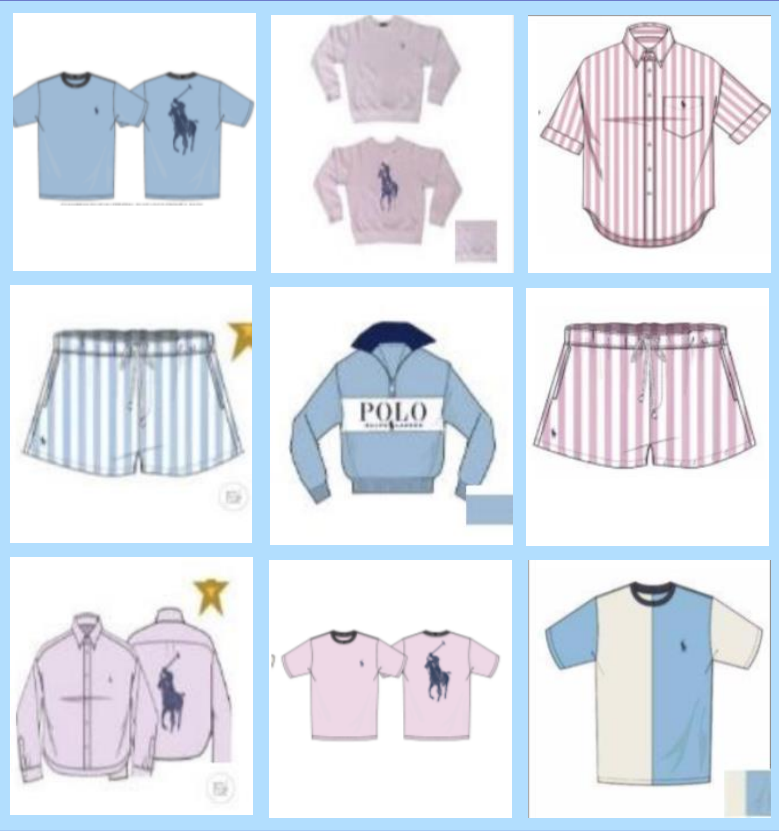
A UNIQUE OFFER OF OVER 850 BRANDS

CURATED AND PRESENTED THROUGH THE ASOS 20-SOMETHING LENS



- Partnering with big global brands
- Nurturing & supporting emerging talent
- Collaborating to advance inclusivity & sustainability

GENERATING EXCITEMENT THROUGH EXCLUSIVE COLLABORATIONS



- Collaborating on unique ranges
- 20-something handwriting
- Brought to life by ASOS Studios



PARTNERING WITH GLOBAL BRANDS TO CO-CREATE TREND DROPS

HEIRLOOM NOSTALGIA



marigold
Sun flower
white
Tennis green
Soft pink
rose
Fresh mint
Pepper mint
Dark green
black
aqua marine



Traditional heritage sports inspired/tennis/cricket/lacrosse/contrast tipping stripes
Heritage logos and monograms/ shades of green and white/ tennis skirts/ cricket jumpers/rompers/
Classic polo shirts/clean fresh and minimal



OSOS

- Co-creating unique ranges
- Unique 20-something handwriting
- Brought to life by the ASOS Studio



RETAIL



RE-LAUNCH

T O P S H O P

T O P M A N

Miss Selfridge

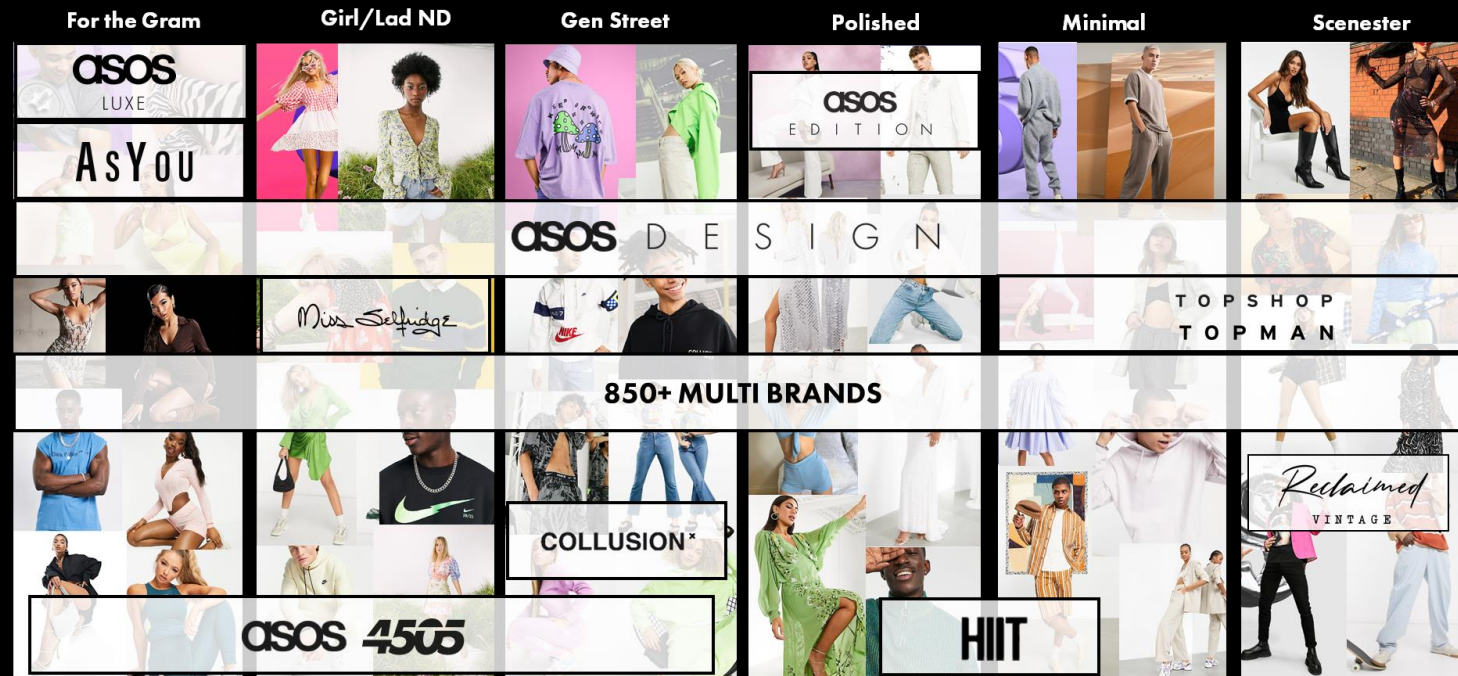
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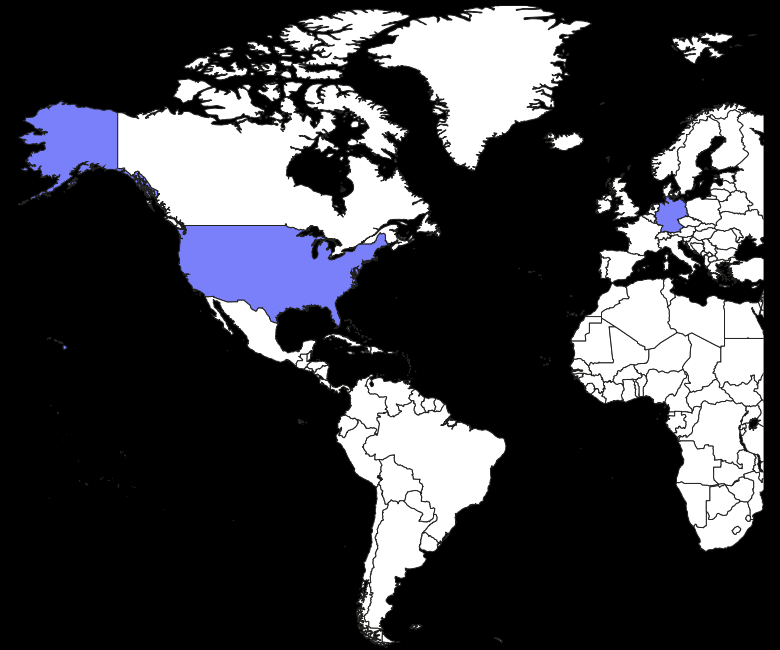
A PERFECT FIT IN OUR PORTFOLIO

Matching our consumers taste and age...

20-SOMETHING CUSTOMER TYPES



...with major resonance in key markets



PERFECTLY INTEGRATED

Triple Digit growth



More than 50% new consumers in US and Germany



WITH AMAZING PERSPECTIVES

FROM

TO

FASHION AUTHORITY:
Catwalk

FASHION AUTHORITY:
Catwalk + Sustainable

ASPIRATIONAL FASHION

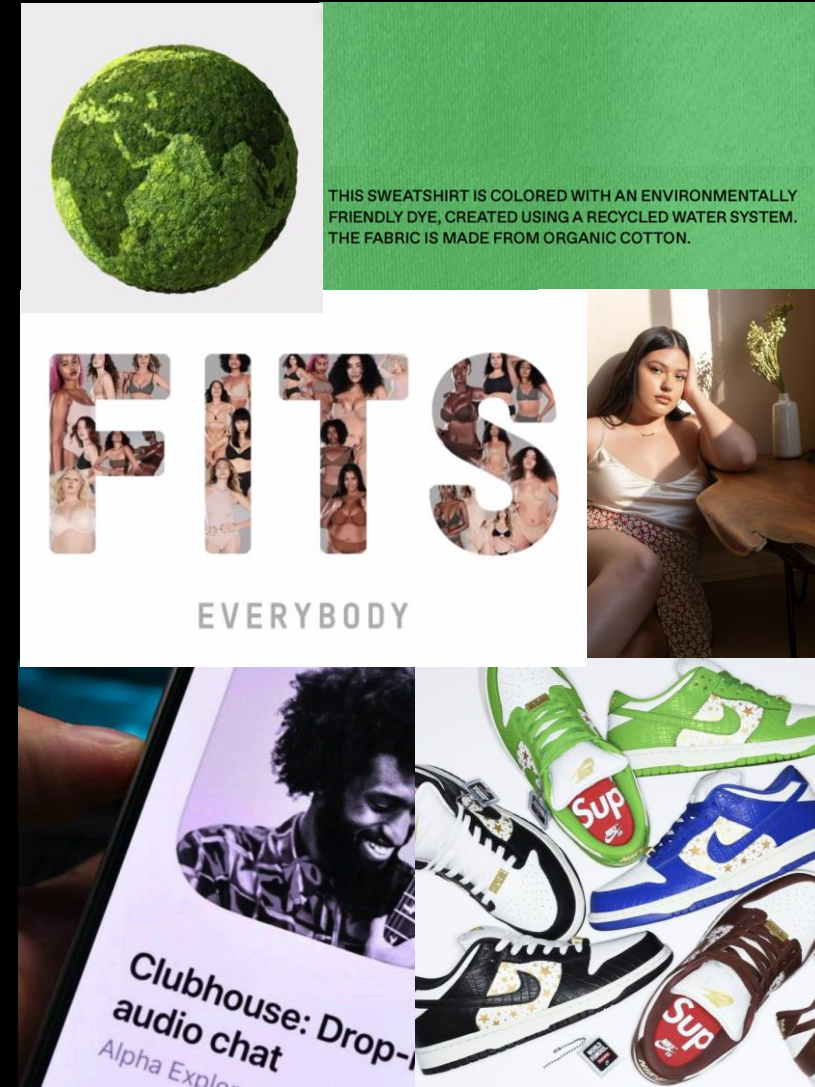
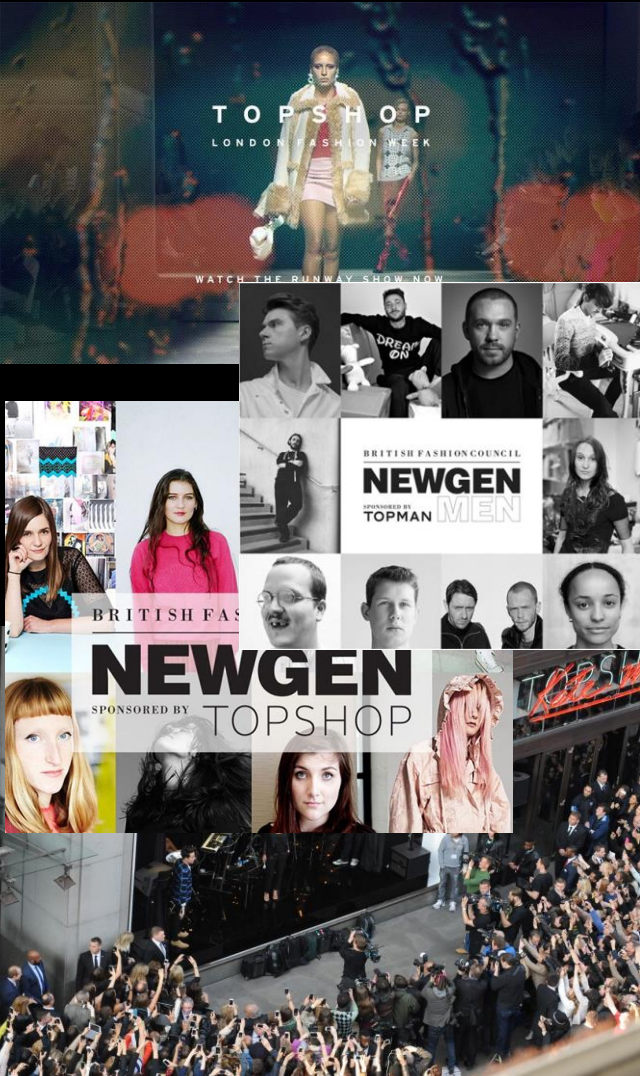
ASPIRATIONAL FASHION
+ Inclusive to all

BRICKS & MORTAR

ONLINE

PHYSICAL

DIGITAL FIRST



IN SUMMARY

A unique 20-something lens on fashion targeted to all fashion loving 20-somethings characterized by 3 aspects

1. A platform built on a unique set of brands with a curated edit and consistent newness

2. A characteristic and differential visual approach to fashion

3. All through the lens of our core values of Inclusivity and Fashion with Integrity

With the purpose to offer a unique experience. The ASOS Experience

Q&A