

7 July 2015

ASOS plc (“the Company”)
Global Online Fashion Destination
Trading Statement for the four months ended 30 June 2015

£'000	Four months to 30 June				Ten months to 30 June			
	2015	2014	Increase	CCY ¹ increase	2015	2014	Increase	CCY ¹ increase
UK retail sales	158,386	125,070	27%	27%	389,756	307,110	27%	27%
US retail sales	44,461	31,012	43%	31%	98,989	77,761	27%	21%
EU retail sales	105,844	87,406	21%	37%	242,072	215,032	13%	23%
ROW retail sales	77,333	78,564	(2%)	4%	191,636	194,468	(1%)	5%
International retail sales	227,638	196,982	16%	23%	532,697	487,261	9%	15%
Total retail sales	386,024	322,052	20%	24%	922,453	794,371	16%	20%
Total group revenue²	396,671	329,007	21%	24%	947,145	810,733	17%	20%

¹On constant exchange rate basis

²Includes retail sales, delivery receipts and third party revenues

Four months to 30 June 2015 highlights

- Retail sales up 20% (UK retail sales +27%, International retail sales +16%)
- International retail sales 59% of total (61% last year)
- Retail gross margin up c.280bps on prior year
- 9.7 million active customers³ at 30 June 2015 (+11% year on year)
- Strong balance sheet and cash position

³Defined as having shopped in the last 12 months

Nick Robertson, CEO, commented:

“Retail sales for the four months to 30 June 2015 grew by 20% (+24% on a constant currency basis). UK growth remained strong at +27%. Our continued international price investments underpinned our international sales growth of 16% (+23% on a constant currency basis), despite a number of currencies weakening against Sterling.

After accounting for our price investments during the period, the full year gross margin is nonetheless expected to remain in line with last year, assisted by tighter inventory control and strong full price sales. We anticipate that sales for the full year will be at the higher end of our guided 15-20% growth range. We have increased investment in our people and our customer proposition, particularly in relation to free returns trials. We therefore expect EBIT margin to remain at the guided level of c.4%.

We will update our progress with respect to these initiatives when we announce our results for the year ending 31 August 2015 on the 20 October.”

Analyst/Investor conference call:

ASOS will be hosting a conference call for analysts and investors at 8:45am (UK Time) today. Please call Guy Scarborough at Instinctif Partners for dial-in details on 020 7457 2047 or email 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, Director of Investor Relations

Instinctif Partners**Tel: 020 7457 2020**

Matthew Smallwood / Justine Warren / Guy Scarborough

JPMorgan Cazenove**Tel: 020 7742 4000**

Caroline Thomlinson

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 98 million visits during June 2015 (June 2014: 71 million) and as at 30 June 2015 had 9.7 million active customers¹ (30 June 2014: 8.7 million), of which 3.8 million were located in the UK and 5.9 million were located in our international territories (30 June 2014: 3.4 million in the UK and 5.3 million internationally).

¹Defined as having shopped in the last 12 months

www.asos.com

www.us.asos.com

www.asos.de

www.asos.fr

www.asos.com/au

www.asos.it

www.asos.es

www.asos.com/ru

www.asos.cn

m.asos.com

marketplace.asos.com

Appendix 1 – Retail sales growth by period¹ in sterling

Year ending 31 August 2015

£'000	P1 ¹ YOY%		P2 ¹ YOY%		P3 ¹ YOY%		P4 ¹ YOY%		2014/15 YTD YOY%
UK retail sales	165,509	24%	65,861	36%	158,386	27%			389,756 27%
<i>US retail sales</i>	34,932	8%	19,596	35%	44,461	43%			98,989 27%
<i>EU retail sales</i>	86,339	(1%)	49,889	24%	105,844	21%			242,072 13%
<i>ROW retail sales</i>	78,456	(5%)	35,847	7%	77,333	(2%)			191,636 (1%)
International retail sales	199,727	(1%)	105,332	19%	227,638	16%			532,697 9%
Total retail sales	365,236	9%	171,193	25%	386,024	20%			922,453 16%

Year ending 31 August 2014

£'000	P1 ¹ YOY%		P2 ¹ YOY%		P3 ¹ YOY%		P4 ¹ YOY%		2013/14 YOY%
UK retail sales	133,667	37%	48,373	21%	125,070	44%	65,131	27%	372,241 35%
<i>US retail sales</i>	32,253	28%	14,496	41%	31,012	13%	14,550	0%	92,311 19%
<i>EU retail sales</i>	87,295	69%	40,331	57%	87,406	36%	41,353	16%	256,385 44%
<i>ROW retail sales</i>	82,450	19%	33,454	3%	78,564	(1%)	39,890	(4%)	234,358 5%
International retail sales	201,998	38%	88,281	29%	196,982	15%	95,793	4%	583,054 22%
Total retail sales	335,665	38%	136,654	26%	322,052	25%	160,924	12%	955,295 27%

Year ending 31 August 2013

£'000	P1 ¹ YOY%		P2 ¹ YOY%		P3 ¹ YOY%		P4 ¹ YOY%		2012/13 YOY%
UK retail sales	97,713	28%	39,866	23%	87,091	38%	51,357	55%	276,027 34%
<i>US retail sales</i>	25,280	56%	10,271	48%	27,549	58%	14,578	61%	77,678 57%
<i>EU retail sales</i>	51,780	29%	25,677	53%	64,457	54%	35,794	89%	177,708 51%
<i>ROW retail sales</i>	69,083	39%	32,593	34%	79,285	36%	41,433	26%	222,394 35%
International retail sales	146,143	38%	68,541	43%	171,291	45%	91,805	51%	477,780 44%
Total retail sales	243,856	34%	108,407	35%	258,382	43%	143,162	52%	753,807 40%

¹ Periods are as follows:

P1: four months to 31 December

P2: two months to 28 February

P3: four months to 30 June

P4: two months to 31 August

Appendix 2 – Retail sales growth by period¹ at constant currency

Year ending 31 August 2015

£'000	P1 ¹ YOY%		P2 ¹ YOY%		P3 ¹ YOY%		P4 ¹ YOY%		2014/15 YTD YOY%
UK retail sales	165,509	24%	65,861	36%	158,386	27%			389,756 27%
<i>US retail sales</i>	<i>34,932</i>	<i>9%</i>	<i>19,596</i>	<i>25%</i>	<i>44,461</i>	<i>31%</i>			<i>98,989 21%</i>
<i>EU retail sales</i>	<i>86,339</i>	<i>6%</i>	<i>49,889</i>	<i>34%</i>	<i>105,844</i>	<i>37%</i>			<i>242,072 23%</i>
<i>ROW retail sales</i>	<i>78,456</i>	<i>1%</i>	<i>35,847</i>	<i>13%</i>	<i>77,333</i>	<i>4%</i>			<i>191,636 5%</i>
International retail sales	199,727	4%	105,332	25%	227,638	23%			532,697 15%
Total retail sales	365,236	12%	171,193	29%	386,024	24%			922,453 20%

Year ending 31 August 2014

£'000	P1 ¹ YOY%		P2 ¹ YOY%		P3 ¹ YOY%		P4 ¹ YOY%		2013/14 YOY%
UK retail sales	133,667	37%	48,373	21%	125,070	44%	65,131	27%	372,241 35%
<i>US retail sales</i>	<i>32,253</i>	<i>28%</i>	<i>14,496</i>	<i>45%</i>	<i>31,012</i>	<i>24%</i>	<i>14,550</i>	<i>10%</i>	<i>92,311 25%</i>
<i>EU retail sales</i>	<i>87,295</i>	<i>60%</i>	<i>40,331</i>	<i>55%</i>	<i>87,406</i>	<i>41%</i>	<i>41,353</i>	<i>24%</i>	<i>256,385 45%</i>
<i>ROW retail sales</i>	<i>82,450</i>	<i>27%</i>	<i>33,454</i>	<i>15%</i>	<i>78,564</i>	<i>12%</i>	<i>39,890</i>	<i>4%</i>	<i>234,358 15%</i>
International retail sales	201,998	39%	88,281	34%	196,982	25%	95,793	13%	583,054 28%
Total retail sales	335,665	38%	136,654	30%	322,052	31%	160,924	18%	955,295 30%

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UK retail sales	97,713	28%	39,866	23%	87,091	38%	51,357	55%	276,027 34%
<i>US retail sales</i>	<i>25,280</i>	<i>56%</i>	<i>10,271</i>	<i>52%</i>	<i>27,549</i>	<i>52%</i>	<i>14,578</i>	<i>59%</i>	<i>77,678 55%</i>
<i>EU retail sales</i>	<i>51,780</i>	<i>40%</i>	<i>25,677</i>	<i>58%</i>	<i>64,457</i>	<i>48%</i>	<i>35,794</i>	<i>77%</i>	<i>177,708 51%</i>
<i>ROW retail sales</i>	<i>69,083</i>	<i>39%</i>	<i>32,593</i>	<i>34%</i>	<i>79,285</i>	<i>34%</i>	<i>41,433</i>	<i>30%</i>	<i>222,394 34%</i>
International retail sales	146,143	42%	68,541	45%	171,291	42%	91,805	49%	477,780 43%
Total retail sales	243,856	36%	108,407	36%	258,382	40%	143,162	51%	753,807 40%

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