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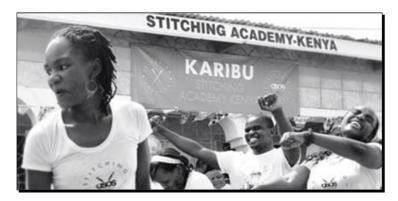
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A conversation with our CEO Nick Robertson

FASHION WITH INTEGRITY

We've named our corporate responsibility framework 'Fashion with Integrity'. It sums up our approach to business. For ASOS, Fashion with Integrity means managing all aspects of our brand transparently so that our customers can enjoy their fashion in the knowledge that they are not harming people, animals or the environment.

This is what our customers expect and this is how we will achieve our goal of becoming the world's number one fashion destination for twenty-somethings.



ETHICAL TRADE

We are committed to being a responsible retailer, where every worker in our supply chain is respected and protected.

Find out more



Give us your feedback – please email us at cr@asos.com



CARBON AND ENERGY

ASOS has been certified as carbon neutral by the CarbonNeutral™ Company since 2008. We're looking for ways to reduce our emissions, particularly in the context of our rapid growth.

Find out more



ASOS FOUNDATION

The Foundation creates opportunities for disadvantaged young people to help them overcome barriers and change their lives for the better.

Find out more



POSITIVE BODY IMAGE

We aim to promote more responsible and healthy body images by adopting guidelines that protect our models and customers, and by working with Responsibility – ASOS Plc 11/27/2014



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FASHION WITH INTEGRITY: AN INTRODUCTION TO ASOS' CORPORATE RESPONSIBILITY **PROGRAMME**

'Fashion with Integrity' is our name for our corporate responsibility framework comprising four pillars:



OUR APPROACH TO CORPORATE RESPONSIBILITY

In 2008 we started formalising our corporate responsibility strategy with the appointment of our Head of Corporate Responsibility and the beginning of our ethical trade programme. Since then we have improved the way we measure our impact on the environment and have made great strides in developing supportive relationships with our suppliers and the communities where we have a presence. This early work helped us devise Fashion with Integrity in 2010, our framework for helping ASOS to continue to grow responsibly and sustainably.

Each year as we continue our overseas expansion, we are breaking our own records in sales, the size of our product collections and the number of people we employee. As we grow we create more jobs, help local communities to prosper, use our increasing influence to source more sustainable materials for our products and can donate expertise and funding to more charitable projects both in the UK and elsewhere.

However, we also create more carbon emissions, have a greater demand for natural resources and are responsible for ensuring decent working conditions for an increasing number of supply chain workers. Our biggest challenges include:

- reducing emissions from making and sending products overseas
- creating lighter packaging and less waste
- sourcing more sustainable materials
- ensuring all of our suppliers operate fair and safe working environments. achieving greater supply chain traceability of animal derived materials

Ultimately, we are working to balance our unprecedented global growth with our goal of reducing our environmental footprint, whilst making an increasingly positive difference to the lives of young people in our local communities.

That is what Fashion with Integrity is all about, and is an approach that is helping us to achieve our goal of being the number one online fashion destination for twenty-some things.

STAKEHOLDER ENGAGEMENT

Understanding our stakeholders' views and ensuring we build that into our framework is central to how we think about corporate responsibility. We liaise with, among many others, suppliers, fellow retailers, customers, investors, governments, non-government organisations (NGOs), and local community groups, as well as, of course, our own employees.

THE UNITED NATIONS GLOBAL COMPACT

ASOS' Fashion with Integrity strategy reflects the ten principles of the United Nations Global Compact, a voluntary initiative that seeks to promote responsible corporate citizenship. In 2012, ASOS became a signatory to the Global Compact, which addresses basic human rights, labour standards, safeguarding the environment and anti-corruption measures.

2014 PERFORMANCE

published our first two Communication on Progress (COP) under our



We have an important role to play in respecting, protecting and championing the human rights of everyone we work with. Find out more about our human rights policy

Our Marketplace blog is one way we're engaging with the wider industry on sustainable fashion issues:

obligations as a signatory to the UN Global Compact

attended our first UNGC local networking meeting to discuss how businesses can better promote human rights.

developed the corporate responsibility section of the company intranet to improve communication with our expanding global workforce

established the CR Leadership Group to cover the full range of range of corporate responsibility issues affecting the business, such as animal welfare and environment, alongside labour conditions

developed Retail Brilliance, a training academy for buyers and merchandisers, which includes modules on corporate responsibility

launched Doing the Right Thing, ASOS' new Code of Integrity, which has now been embedded across the ASOS Group

identified and are now implementing enhanced processes and controls to ensure the Code of Integrity is being applied on the ground

roll out our new Fashion with Integrity strategic framework raise internal awareness and provide training to design and communication teams on how to be mindful of customer diversity and cultural sensitivities

revise our "Do the Right Thing" employee e-learning course

implement more detailed reporting on gifts and hospitality received, and given, by ASOS employees

enhance our business integrity due diligence process for key third party suppliers and service providers in selected countries and industries

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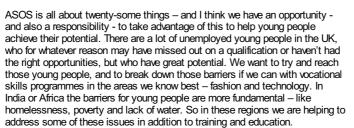


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INTERVIEW WITH NICK ROBERTSON, CHIEF **EXECUTIVE OF ASOS**

Nick is ASOS's founder and chief executive and has been a driving force behind our Fashion with Integrity strategy since we began working on it in 2008. Here he explains his views on helping young people to achieve their potential, supporting British manufacturing and the difference ASOS' corporate responsibility programme is making.

Why has the ASOS foundation chosen to focus on supporting projects that transform young people lives?



What is ASOS doing to support British manufacturing?

We've provided investment and advisory support for a local factory in London. Our Sourcing team is increasing the amount of product being made in the UK, by working with new UK suppliers, and supporting programmes that develop lost skills in areas like machining and pattern cutting. These and 'flying the flag' by highlighting UK-made product on our website are just some of the initiatives we've put in place to support British manufacturing.

Which of ASOS' corporate responsibility achievements are you most proud of from the last year?

In terms of our UK activities, I am immensely proud of the work our Stitching Academy has been doing with young people in London to provide them with textile manufacturing apprenticeships and the possibility of further education or employment.

The ASOS Foundation has been doing some fantastic work in Kenya. We established the Kula Kila water catchment project there in 2012, which is now providing access to water for 7,000 local people. This means women no longer need to spend several hours a day collecting water and are now free to take part in skills and education or set up new businesses.

What would you like to achieve during the next financial year?

Our product carbon footprinting exercise has identified cotton to be one of the most resource intensive materials we use, and the area where we can make changes that have a positive impact, so I'd like to see us make progress on improving the sustainability of our cotton ranges.

We'd also like to develop more skills programmes and training in technology and garment manufacturing in the UK and overseas, to give more young people access to careers. The ASOS Foundation is committed to raising money to build a new home for abandoned children at Udayan Care in Delhi, and I'm personally involved in a number of fundraising initiatives for that.



Nick's biography:

Nick co-founded ASOS.com in 2000.

His career began in 1987 at the advertising agency Young and Rubicam.

In 1991 he moved to Carat, the UK's largest media planning and buying agency.

In 1995 he co-founded Entertainment Marketing, a marketing services business.

Nick was awarded an OBE in 2011 for his achievements in the world of fashion retailing.











http://www.asosplc.com/responsibility/fashion-with-integrity/ceo-message.aspx

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FASHION WITH INTEGRITY AND THE ASOS BUSINESS MODEL

Our Fashion with Integrity programme is designed to support and complement the ASOS business model, so that we can balance financial performance with our long-term concern for the environment and the communities where we operate. Here's how the four pillars of our corporate responsibility programme are helping to deliver our business vision:

Fashion with Integrity comprises four pillars: Ethical Trade, Sustainable Fashion, Sustainable Business and Community. Here's how the pillars help support and deliver our wider business vision.

ASOS VISION:

The world's number one fashion destination for twenty-somethings

ASOS BUSINESS STRATEGY					
	The most engaging experience:	Truly global:	Highly efficient retailing:		
	A fantastic, customer experience of sharing, shopping and collating, whatever screen you happen to be using	With expanding international offices, we're the best for twenty-some things wherever they live in the world	A faster supply chain so we can deliver the right fashion, at the right price and at the right time.		
	ASOS	CR STRATEGY			
Sustainable fashion	Promoting sustainable brands and products to our customers and guiding their choices	Giving small sustainable artisan producers access to a global market while giving customers the opportunity to buy a unique range of sustainable products from around the world	Developing more sustainable materials, manufacturing processes and products so that we can continue to supply the right fashion at the right price		
Sustainable business	Engaging with our customers on issues we know they care about and giving them opportunities to do something about them Giving our customers a way to recycle clothing on our Marketplace channel or encouraging customers to recycle packaging and wash their clothes at lower temperatures	Committing to international business standards such as the United Nations Global Compact Monitoring and managing our global environmental footprint	Keeping our waste and our use of natural resources to a minimum, increasing operational efficiency driving down costs Attracting and developing talented employees is essential if we are to manage our business efficiently		
Community	Playing a positive role in reflecting and shaping the values of our twenty-something customers, many of whom feel strongly about animal rights and fair labour standards and who are also receptive to positive body image messages	Supporting young people worldwide through The ASOS Foundation and employee volunteering	Developing community partnerships to help us learn more about the people and environments where we operate – knowing our markets is a part of the process of selling to and engaging with our customers		
Ethical Trade	Building ethically and environmentally sound supply chains so that our customers can shop with confidence knowing we both adopt and promote responsible business practices	Aiming to raise global manufacturing standards within our supply chains through the promotion of international human	Working with suppliers to co-create sustainable, efficient and productive supply chains		

and labour rights

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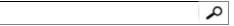
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THE UNITED NATIONS GLOBAL COMPACT

The UN Global Compact is a voluntary initiative that seeks to promote responsible corporate citizenship. ASOS became a signatory to the Global Compact in 2012, meaning that we have committed to supporting its ten principles. These principles cover: basic human rights; labour standards; steps to safeguard the environment; and anti-corruption measures. We published our first communication on progress (COP), an annual reporting requirement of the Global Compact, in July 2013. We also attended our first local network meeting to discuss how businesses could better promote human rights.

The table below shows how each of the UN's principles are addressed within ASOS' Fashion with Integrity programme.



Principle 1 Support and respect the protection of internationally proclaimed human rights

Principle 2 Make sure they are not complicit in human The ASOS Way

rights abuses

Category: LABOUR Principle 3 Uphold the freedom of Ethical Code of Conduct; association and the **Ethical Standards** effective recognition of the right to collective bargaining Uphold the elimination Ethical Code of Conduct; Principle 4 of all forms of forced **Ethical Standards** and compulsory labour Principle 5 Uphold the effective Ethical Code of Conduct: abolition of child labour Ethical Standards; Young Worker and Child Labour policy

Principle 6	Uphold the elimination of discrimination in respect of employment and occupation	Ethical Code of Conduct; Equal Opportunity and diversity	
	Category: ENVIROR	MENT	
Principle 7	Support a	Environmental Policy	

	Category: ENVIRO	NMENT
Principle 7	Support a precautionary approach to environmental challenges	Environmental Policy; Ethical Code of Conduct
Principle 8	Undertake initiatives to promote greater environmental responsibility	Environmental Policy; Ethical Code of Conduct; Animal Welfare Policy and Guidelines; WEEE (waste electrical and electronics equipment) regulation compliance; The Green Room; Marketplace
Principle 9	Encourage the development and diffusion of	Ethical Code of Conduct; Environmental Policy; Carbon Neutral status; The

ASOS UNGC COP 2012-13 ASOS UNGC COP 2013-14



environmentally friendly technologies

Green Room

ANTI CORRUPTION

Principle 10 Work ag

Work against corruption in all its forms, including extortion and bribery Anti-bribery Policy; Ethical Code of Conduct

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BUSINESS INTEGRITY

"DOING THE RIGHT THING": THE ASOS CODE OF INTEGRITY

At ASOS, our core values define who we are, what we do and how we do it. We call those collective values "The ASOS Way". To support these values, the Plc Board has created "Doing The Right Thing", the ASOS Code of Integrity. By setting down our core commitments, the "Doing The Right Thing" Code promotes integrity, best practice and appropriate corporate behaviours across our business, to support the continued development of ASOS.

"AT ASOS: WE DO THE RIGHT THING" **OUR BELIEFS & EXPECTATIONS**

Having integrity at the heart of everything that we do is essential for the continued sustainable growth of ASOS globally, and the protection of our brand and reputation worldwide. The ASOS Code of Integrity therefore sets out ASOS' beliefs and expectations in the following core areas:

Complying with laws

Prohibiting and combating corruption and bribery

Dealing fairly in business

Contracting openly with connected parties

Ensuring gifts and hospitality are appropriate

Protecting company assets and information

ASOS expects all employees and anyone acting on behalf of ASOS to exercise good judgment, to "Do The Right Thing" and comply in full with both the letter and spirit of our Code of Integrity. If there is ever any doubt about what is the right thing to do, ASOS expects everyone connected with it to err on the side of caution and "Do The Most Right Thing".

SPEAK UP

Given that we at ASOS support doing the right thing, we encourage anyone in the ASOS team to speak up if they feel that someone or something isn't living up to this standard or if they've seen something at work that isn't quite right. To make that easier, we have 'Speak Up', our confidential helpline through which anyone can discuss any issue or concern with someone impartial. Speak Up is free, independent, available 24/7 and is 100% confidential.

THE CORPORATE RESPONSIBILITY LEADERSHIP GROUP

When we make decisions, develop policies, or manage risks that raise moral or ethical questions, there are a number of steps we take to make sure we're sticking to the proper process. One important part of the process is discussing the relevant topic with our in-house senior Corporate Responsibility Leadership Group (CRLG), which is chaired by the Head of Corporate Responsibility and attended by the directors of the Retail and People departments, General Counsel, Company Secretary and Senior Ethical Trade and Sourcing Manager.

The CRLG meets six times a year and reports its findings and recommendations to the Chief Executive

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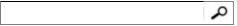
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HUMAN RIGHTS

As a business with a global sphere of influence, we recognise that we have an important role to play in respecting, protecting and championing the rights of everyone we work with. That includes our employees, supply chain workers, customers, and people in the local communities who come into contact with our operations.

OUR APPROACH TO HUMAN RIGHTS

Our stance on human rights is derived from the following international standards:

United Nations Universal Declaration of Human Rights United Nations Guiding Principles on Business and Human Rights Labour Conventions of the International Labour Organization (ILO).

By signing up to the UN Global Compact in 2012, we also commit to its ten principles that include six commitments to human rights and labour standards.

Our human rights matrix, which includes clear guidelines on the rights of employees, customers, supply chain workers and communities, demonstrates how we comply with our obligations.

PROMOTING LABOUR RIGHTS

We support and have implemented the frameworks of the UN and ILO treaties and conventions. They are reflected in our company values and culture, mainstream business policies, supply chain risk-assessments and interactions with our stakeholders. Regular training helps us to cement best practice among our employees. The whole approach is overseen and periodically reviewed by the ASOS CR Leadership Group comprised of Legal Counsel & Company Secretary, Trading, Sourcing, People and Communications directors, Head of Corporate Responsibility and Senior Ethical Trade & Sourcing Manager.

We operate from the UK, but source from a worldwide supply base. Our human rights approach has largely focused on safeguarding the labour rights of workers within our global supply chains, and promoting universally decent working conditions in the sites that manufacture our products. We do this chiefly through our ethical trade programme, using our commercial position to push for higher standards where possible.

Some of our suppliers are located in regions where working conditions are at times challenging and where human rights are not always upheld. We assess our suppliers and their manufacturing sites against our Ethical Code of Conduct. We identify problems, then encourage and support our suppliers to remedy them and work toward internationally acceptable labour standards as outlined within the Code

on-site coaching by a labour standards specialist usually part of the ASOS regional team, or a third party such as an NGO representative

off-site supplier training workshops attended by factory managers or owners, with speakers from our regional team, the ASOS head office ethical trading team, and local guest speakers on specific topics from time to time

on-going supplier monitoring and support provided by our regional ethical trade teams.

We also take a preventative approach: our buyers are trained on labour standards and ethical trade principles, and they understand that our purchasing practices can influence factory working conditions and, through being judicious about who we work with, ultimately help to protect workers' rights.



Find out more about the **United Nations Guiding** Principles on Business and **Human Rights**

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CORPORATE RESPONSIBILITY GOVERNANCE

Our corporate responsibility team provides support and expertise to all ASOS departments, to help them manage their environmental footprint, their relationship with our suppliers, our customers and with the communities we work in. The ASOS Board supports the ethos that being a responsible company is the only way to achieve long-term growth and success.

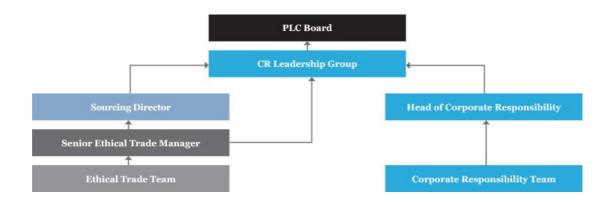
The corporate responsibility team consists of six people. The team is overseen by the Head of Corporate Responsibility. We recently created a new Sourcing department and our eleven strong ethical trade team now sits within this function to ensure suppliers are selected based on their ability to meet our ethical as well as commercial standards.

The corporate responsibility team runs company-wide projects to boost awareness of our Fashion with Integrity programme, and to ensure that we succeed in meeting the commitments we have made with regard to the programme.

The Corporate Responsibility Leadership Group, which includes Legal Counsel & Company Secretary, Trading, Sourcing, People and Communications directors, Head of Corporate Responsibility and Senior Ethical Trade & Sourcing Manager, meets six times a year to review and discuss progress, and can be convened swiftly in case of an urgent incident.

The ASOS Board receives summary reports on significant developments in corporate responsibility and a detailed briefing every three months, including for example the number of factories assessed for labour standard risks. Board members can access this information via an on-line portal.

ASOS' corporate responsibility governance structure:



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STAKEHOLDER ENGAGEMENT

Our stakeholders include our suppliers, customers, NGOs, investors, governments, local community groups and, of course, our employees who are crucial to the success of our Fashion with Integrity programme. We seek to understand all of our stakeholder needs and incorporate their views into business decisions - from how we buy and source our stock to choosing our suppliers.

Our stakeholders play a valuable role in shaping our corporate responsibility programme, helping us identify and prioritise the issues that are most material or important to our business. They also provide expertise to help us to tackle our big sustainability challenges.

The regions where we do business, in the spirit of being a responsible employer.

Our stakeholder engagement process differs depending on who we are talking to. We have teams dedicated to managing relationships with some of our partners and communicate with them frequently, for example our ethical trade team is constant contact with our suppliers. With others engagement is more informal and ad hoc, as issues arise that they are concerned with.

Emerging issues and stakeholder views are regularly discussed at Board level, as well as at our senior level Corporate Responsibility Leadership Group six times a vear.

This diagram shows who our stakeholders are in each area, with examples of how they have helped support our Fashion with Integrity programme over the last year.

We'd really like to hear what you think of our corporate responsibility programme. Please email comments to cr@asos.com.



Stakeholder engagement – ASOS Plc 11/27/2014

> Valpak **ASOS Foundation:** British Retail Consortium The Prince's Trust, SOKO, Udayan Care, Wildlife Works, Vision Africa, Suppliers **UK Government** Charities Aid Foundation CarbonNeutral Company **ASOS Communities:** Customers Barnsley Metropolitan Borough Council, Barnsley, Camden and Advisory Group on Body Image Eating Disorders Charity – Beat Hemel Hempstead local communities, Oxfam, Camden Roundhouse, Customers, Haringey Council, Job Centre Plus, Fashion Enter, DWP, Charity Commission

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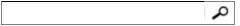




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CORPORATE RESPONSIBILITY TIMELINE

The origins and development of our corporate responsibility framework and strategy: Fashion with Integrity.

2013 Published our CR website and first CR report

> Over 15% of colleagues participated in Give a Day Away ASOS Foundation became a registered Charity in its own right Created a CR Manager, CR Coordinator and CR Assistant role

Reviewed and enhanced animal Welfare

Established the Stitching Academy to provide vocational training to young unemployed people in London

Launched Project Pipeline through the ASOS Foundation to provide essential amenities and training to young Kenyans

Expanded our Ethical Trade team to 11 collegues who now sit

in our new Sourcing department.

2012 Signed up to UN Global Compact

> Achieved Platinum Quality Mark for Payroll Giving Gained Achiever status with our second ETI report submission

Won the RSPCA's Good Business Fashion Innovation award

2011 Created Ethical Trade Manager post and regional ethical trade

Created another CR Manager post

Registered The ASOS Foundation as a charity with the

Charities Aid Foundation

Achieved Foundation status with our first ETI report submission Launched revised Fashion with Integrity strategy to support our

overall business strategy

2010 Launched Fashion with Integrity strategy

Appointed two more CR Managers

Achieved Gold Quality Mark for Payroll Giving

Launched our sustainable fashion hub, the Green Room and Marketplace, a website for small start-up labels and a place where customers recycle/resell unwanted clothing

Launched ASOS Africa range

2009 Joined the Ethical Trading Initiative (ETI)

Became a Carbon Neutral Company TM

2008 Appointed a Head of Corporate Responsibility (CR)

Set up CR programme with a focus on ethical trading

"As we grow into a global brand we make a greater mark on the world. This brings greater responsibilities, but also the resources and influence to bring about change. I am very excited about the potential for sustainable thinking to lead to solutions." Nick Robertson, chief executive

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ETHICAL TRADE

OUR VISION AND STRATEGY

Our new ethical trade vision sets out our commitment to "being a responsible retailer, where every worker in our supply chain is respected and protected."

To help us achieve our goal we have refocused our ethical trade programme around the following three strategic objectives:

Workers in our supply chain have good worker-management relations, are employed in safe environments and have improved financial security

Our sourcing practices are reviewed against our Ethical Standards and are continuously improved

Our suppliers share our ethical trade vision and work with us to achieve it

OUR APPROACH TO ETHICAL TRADE

ASOS sources garments and other goods from around the world, including China, Eastern Europe, India, Turkey and UK, where over 85% of the factories making our products are based. Whilst we do not own the factories that produce our goods, we are committed nevertheless to ensuring manufacturers operate in a way that respects workers' rights, maintains safe working conditions, upholds local employment laws and protects the environment and animal welfare. Not only is this what our customers expect, but we believe that manufacturers with safe, green and fair working conditions produce the best quality goods.

To support our programme, we have created our own standards, codes and policies, which define the responsible sourcing principles we will adhere to, and that we expect our suppliers to comply with. We require suppliers to work towards meeting these standards and will provide support to help them improve where needed. We also commit to reviewing and improving our own sourcing practices regularly to ensure that our actions do not compromise a supplier's ability to reach our standards.

NEW SOURCING TEAM

We have changed how we manage ethical trade at ASOS. We recently created a new sourcing department and the ethical trade team now sits within this function. By restructuring in this way we aim to put ethical trade at the very heart of supply chain sourcing decisions. We believe there is a clear link between ethical trade and long-term commercial success, not just for us but also for our suppliers.

SENIOR LEADERSHIP

Our dedicated senior Leadership Group comprises Trading Director, Legal Counsel, Sourcing Director, People Director, Communications Director, Head of Corporate Responsibility and Senior Ethical Trade and Sourcing Manager. The Group meets six times a year to manage, amongst other corporate responsibility issues, our ethical trade risks, set ASOS's ethical trade strategy and to review sourcing practices and internal processes which may affect our ability to maintain our Ethical Standards

THE ETHICAL TRADING INITIATIVE

We receive support for our ethical trade approach from an alliance of companies, non-governmental organisations and trade union organisations called the Ethical Trading Initiative (ETI). Since 1998, ETI has been working to improve the lives of workers in global supply chains. ASOS has been a member of ETI since 2009 and has participated in the China Footwear and Garments Working Group, the Indian Costume Jewellery Group and the Medium Companies Group.

2014 PERFORMANCE

Launched our new Ethical Trade programme

Visited 337 manufacturer sites to monitor working conditions and to support them in meeting our standards

Developed an ethical purchasing practices module for our new Retail Brilliance Course for buyers and merchandisers

Set up four projects aimed at improving workers' welfare

We were delighted to be awarded 'Achiever Status' by ETI in 2012, in recognition of the development of our ethical trade programme. ETI 'Achiever Status' means that a company is achieving sustainable improvements in working conditions and respect for workers' rights by engaging with suppliers, trade unions, governments and customers. These actions are informed by but go beyond - the company's supplier assessment programme.

Ethical trade – ASOS Plc 11/27/2014

2014-17 COMMITMENTS

Workers:

Explore ways to improve worker management dialogue in factories Continue to work with suppliers to improve H&S standards Implement worker wage improvement initiatives

ASOS's sourcing practices:

Regularly review and improve ASOS's purchasing practices Improve buyer understanding of the impact of purchasing practices

Suppliers:

Increase the support provided to suppliers to help them advance their ethical trade programmes



INTERVIEW WITH SIMON PLATTS, SOURCING DIRECTOR, ASOS WHAT ARE THE BENEFITS OF BRINGING THE ETHICAL TRADE AND SOURCING FUNCTIONS TOGETHER INTO THE SAME TEAM?

By bringing the two functions together we aim to place ethical trade principles at the heart of our business practices, so that any sourcing decisions we make are influenced by both ethical and commercial considerations.

In practice this means we will not bring on board new suppliers or sourcing regions which cannot meet ASOS's standards.

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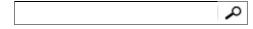
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STANDARDS, CODES AND POLICIES

Our commitment to trading responsibly and ethically is described in a set of core documents. Our own Ethical Code of Conduct is based on the Ethical Trading Initiative Base Code, which is in turn founded on International Labour Organisation Conventions.

We set out the standards we expect our suppliers to meet and our own responsibilities in three key documents:

ASOS Ethical Standards,

ASOS Ethical Code of Conduct and

ASOS Young Worker and Child Labour Policy.

We believe in providing support to suppliers to help them meet our standards, and we commit to working with suppliers over a set time frame to bring them up to the required level if and when necessary.

ASOS ETHICAL STANDARDS

The ASOS Ethical Standards document sets out what we mean by an ethical working relationship with suppliers, emphasising the importance of creating partnerships built on trust and transparency. It also talks about our commitment to select and work with manufacturers who are committed to improving working conditions continuously.

We understand that our commercial actions may influence our suppliers' ability to meet our standards. ASOS, in turn, commits to:

Make our requirements from suppliers clear

Pay suppliers on time

Work together to improve factory conditions

Negotiate changes to contracts where necessary.

ASOS ETHICAL CODE OF CONDUCT

The ASOS Ethical Code of Conduct set out below defines the minimum standards that we require from all suppliers who manufacture or supply goods for ASOS. These standards relate to:

Business integrity

ASOS maintains the highest standards of business integrity and requires its suppliers to do likewise.

There shall be no improper advantage sought, including the payment of bribes, to secure the delivery of goods to ASOS, or to influence the outcome of an independent audit or review. This includes audits that are commissioned directly by the supplier, or on behalf of other customers.

Both suppliers and sites manufacturing goods for ASOS must also commit to making sites and corresponding documents and personnel available for periodic audit or inspection. It is expected that ASOS representatives, including third-party auditors, be given complete and accurate information to enable them to make a full assessment of a site's level of compliance.

Suppliers should note that ASOS reserves the right to withdraw orders immediately and without notice if there is evidence of any form of bribery or corruption relating to a supplier or factory. ASOS also reserves the right to withdraw orders from any supplier who conceals, falsifies or withholds information relating to a site's performance.

Compliance with laws and regulations

Suppliers and factories that produce goods for ASOS must fully understand and comply with all applicable laws and regulations in the countries where they operate, including laws relating to employment, health and safety, and the environment.

Our buyers and merchandisers on have been trained on ethical purchasing practices

In 2013 we visited 332 manufacturer sites to monitor working conditions and to provide support on how to meet our ethical trade standards

Terms of employment for workers at manufacturing sites



All workers, including those on part-time, temporary or agency contracts, must have formal contracts of employment that meet local legislation. Contracts must include wages, payment frequency, deductions, benefits, working hours, holidays, notice periods, sick pay, maternity pay and any other locally required aspects of employment.

All workers must be employed voluntarily and have the freedom to leave their employment if they give their employer reasonable notice. There must not be any form of social pressure, unpaid loans or other restrictions imposed by the employer that would restrict this freedom.

All workers must be hired and treated based on their ability to carry out their work and their performance. There must not be any form of discrimination or preferential treatment in the hiring, terms of employment, levels of pay, opportunities and treatment of workers.

The factory must take the necessary measures to ensure that all employees have a legal right to work.

The factory should make every effort possible to provide regular, secure employment. The use of temporary contracts or agency labour must not be used as a means of denying workers their rights or benefits under employment law. Apprenticeships and training contracts are encouraged, but must be legally compensated and provide adequate levels of training or development.

The factory must take the necessary steps to ensure that all elements of this Code are being fully applied to workers employed through agencies.

Freedom of association and the right to collective bargaining



Workers must be able to communicate openly with management regarding working conditions without fear of reprisal, intimidation or harassment.

Workers must be free to associate or to join organisations that represent them, including trade unions, without prior authorisation from management. Factory management must not prevent, or discriminate against, workers who wish to lawfully and peacefully associate, organise or bargain collectively. The decision whether or not to associate should be made solely by the workers.

Management must not attempt to influence employee representatives to work in the management's interest.

In countries where employers are formally required to consult with their employees, this requirement must be met.

Where trade union membership is unavailable to workers, the employer must enable workers to develop a parallel means of association and bargaining. This includes making adequate facilities and time available.

Employees must be allowed to stand as worker representatives on trade unions, works councils or other formal representative groups. They must not be restricted, penalised or discriminated against and must have access to management and co-workers in order to carry out their representative functions.

Wages and working hours



Wages

Workers must be provided wages, overtime pay, benefits and paid leave which meet or exceed legal minimum levels, and suppliers must comply with collective agreements.

Payments must be regular and made in full with clear written details given to workers of how their wages have been calculated. Overtime payments must be at a premium rate, compatible with local legislation.

Workers must be provided with all benefits they are entitled to under national or local law e.g. paid leave, bonus, sick pay.

Where the minimum wage is insufficient to provide a living wage, factories must actively seek ways to improve wages e.g. through productivity programmes.

Where employees are paid according to their output (piece work), their wage must still meet the legal minimum wage standard. A formal, agreed piece rate calculation must be in place which ensures that workers are paid fairly and are able to meet the legal minimum wage standard, or above, within normal working hours.

Deductions

Legally required deductions that entitle employees to state benefits must be made and passed on by the employer to the State.

The cost of clothing and protective equipment required to perform work safely must be paid in full by the employer.

Deductions from wages or any other form of financial penalty must not be used as a disciplinary measure.

Working hours

Hours in excess of contracted standard hours (overtime) must be offered fairly, contracted voluntarily and paid at a premium rate. Workers must be able to refuse to work overtime without any form of penalty. Workers who refuse overtime must not be denied the opportunity to work overtime in the future.

Working hours must not exceed the maximum set under local law. Where there is no legislation governing maximum working hours, a maximum limit of 48 hours must be set for regular working with a maximum of 12 hours per week overtime. There must be adequate management systems in place to restrict overtime within these limits, except in emergency or unusual situations.

Workers must have at least one full day away from work per week on a regular basis. The working week may be extended in exceptional circumstances but employees must not work more than 12 days in any 14 day period.

Young workers



Factories must have effective systems in place to check the ages of all recruited employees and must hold copies of official documentation for every worker that verifies their date of birth. In countries where official documents are not available to confirm the exact date of birth, the factory must verify workers' ages using an appropriate and reliable assessment method.

All workers must be at least 15 years old, or meet the legal minimum age of employment if this is higher.

Young workers between the minimum age of employment and 18 years old can be employed, provided there are adequate precautions to protect them. They must not be employed at night, work overtime or carry out any form of hazardous work.

If children are found to be working directly or indirectly for the supplier, the supplier must immediately inform ASOS who will support a solution that puts the best interests of the child first.

For further information, refer to the ASOS Young Worker and Child Labour Policy.

Maintaining a fair and respectful working environment



Factory managers and supervisors must treat all workers with respect and dignity at all times.

Management must implement a culture where all workers feel safe and are respected by their colleagues. The need for a respectful and dignified working environment must be communicated so everyone understands the boundaries of acceptable behaviour.

Any form of discrimination, preferential treatment, verbal abuse or any other form of behaviour that is disrespectful or intimidating must be thoroughly investigated. If proven, it must be dealt with through a formal disciplinary process.

All discipline must follow a formal disciplinary procedure which sets out a stepwise process for investigating and improving inappropriate actions or behaviours. All disciplinary actions must be handled professionally and fairly and must be documented. Employees undergoing discipline must have the right to a fair appeal.

There must be a process for employees to formally raise grievances with management. Employees who raise grievances must not be penalised or intimidated.

Health and safety



Adequate measures must be in place to protect the health and safety of all people at factory site and any other supplier workplaces, including temporary workers and workers on agency contracts. This must include a formal and regular assessment of risks and a corresponding programme of improvement. The specific risks to vulnerable workers e.g. young workers, pregnant workers or workers with disabilities must be assessed separately.

Management's responsibility does not end with providing safe systems of work. Management must also ensure that safe working systems are understood through formal and informal training and that they are being followed. It is appropriate to use the disciplinary process for anyone who wilfully puts themselves or their colleagues at risk.

Occupational Safety

Exposure to potential safety hazards must be controlled through proper design, engineering, management systems, maintenance, safe work procedures and training. Where hazards cannot be adequately controlled by these means, workers must be provided with protective equipment.

Workers shall not be disciplined for raising safety concerns.

Emergency Preparedness

Emergency situations and events are to be predicted and assessed e.g. fire, explosion, flooding, earthquake. Emergency plans and responses must be developed and practiced e.g. evacuation procedures, worker training and drills, fire detection and fire fighting, adequate exit facilities.

Occupational Injury and Illness

Measures must be in place to manage, track and report occupational injury and illness, including provisions to: encourage worker reporting; record cases of injury and illness; provide necessary medical treatment; implement corrective actions to eliminate causes; facilitate the return of workers to work.

Industrial Hygiene

Worker exposure to chemical or biological hazards must be identified, evaluated, and controlled. Workers must be made aware of the hazards associated with any substances or processes. When hazards cannot be adequately controlled, workers' health must be protected by appropriate personal protective equipment and/or by limiting exposure.

Physically Demanding Work

Exposure to the hazards of physically demanding tasks must be identified evaluated and controlled e.g. manual handling; heavy or repetitive lifting; prolonged standing; highly repetitive tasks.

Adequate training must be given to ensure that employees adopt safe working practices.

Machine Safeguarding

Production and other machinery must be evaluated for safety hazards. Physical guards, isolation switches and barriers must be provided and properly maintained where machinery presents an injury hazard.

Sanitation, Food, and Housing

Workers must have access to clean toilets, potable water and hygienic food storage/preparation and eating facilities. Where provided, worker dormitories must: be well maintained, clean and safe; have sufficient emergency exits, hot water for bathing and showering; have adequate heat and ventilation; provide reasonable personal space and personal freedom.

Environmental management

Suppliers must comply with all relevant laws and regulations regarding the protection and preservation of the environment. This includes obtaining and maintaining all required environmental permits (e.g. discharge monitoring), approvals and registrations.

Factories must also adhere to all applicable laws, regulations and customer requirements regarding specific substances that are restricted (or prohibited) by law or by ASOS.

In sourcing suppliers, we will consider their environmental performance and, in particular their commitment to minimising harmful impacts of their operations on the community, environment and natural resources.

Areas our suppliers must assess and manage include:

Waste management: Elimination or reduction of waste by practices such as modifying production, improved maintenance, materials substitution, conservation, recycling and re-use of materials.

Energy and water reduction: Reduction of the consumption of water, electricity, gas, oil and other fuels through improved employee awareness, investment in energy/water saving equipment, improvement in production efficiency, use of rainwater and recycled water etc.

Hazardous Substances: Safe handling, movement, storage, use, recycling or reuse and disposal of hazardous chemicals and other materials

ASOS YOUNG WORKER AND CHILD LABOUR POLICY

Our Young Worker and Child Labour Policy sets out for our suppliers the steps they need to take to protect young workers and to ensure children are not involved in the manufacture of any of our products. We expect our suppliers to:

Have effective systems in place to check the ages of all recruited employees and to hold copies of official documentation for every worker that verifies their date of birth

Prohibit the presence of children in production areas under all circumstances Ensure full compliance with local law relating to young workers

Assess risks specifically for young workers, to identify any hazardous work or conditions and to ensure they do not undertake work at night or tasks that are physically demanding



INTERVIEW WITH ALICE STREVENS, SENIOR ETHICAL TRADE AND SOURCING MANAGER,

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THE ASOS ETHICAL TRADE PROGRAMME

Our ethical trade programme is designed to help manufacturers who make or supply goods to ASOS provide fair and safe working conditions. We work with our manufacturers to understand the root causes behind poor working environments, and address them. It's a collaborative effort between our dedicated ethical trade and buying teams and our suppliers and manufacturers.

This Q&A helps explain what our ethical trade programme is, and how it works.

How is ASOS' ethical trade team organised?

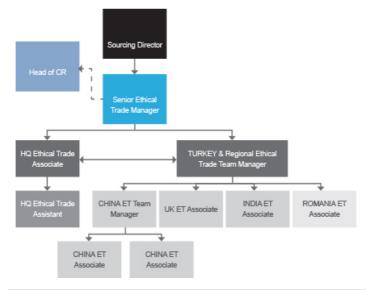


We recently established a dedicated sourcing department as a consequence of our rapidly expanding business and the need to be more strategic about how and where we buy from. Ethical Trade now sits within this team to ensure new suppliers and manufacturers are selected based on ethical as well as commercial performance indicators.

The ethical trade team is split into head office and local teams in our main sourcing regions. We have three full time employees based in our London office and two part time members, who are both senior decision makers with influence in other areas of the business. The UK-based management team is responsible for overseeing the global ethical trade programme, liaising with buying teams and providing training. There are also seven regional team members based in China, India, Romania, Turkey and UK who build relationships directly with suppliers and manufacturers.

"As per our 3 years experience with Asos, we have seen that being transparent and willing to improve is the key element." Turkish Supplier, 2014

"I believe ASOS would work with us to resolve issues. The answer is not just to walk away but to help factories to improve worker conditions." UK Supplier, 2014



How does the ethical trade programme work in practice?

Our teams assess the manufacturing sites in our supply chain on their ability to meet ASOS's Ethical Standards through desk based risk assessments, review of audits undertaken by other companies, as well as site visits by our own regional teams, paid for by ASOS. Depending on the outcome of these assessments we either monitor sites to ensure they continue to meet our standards, or we provide ongoing support and training to help them implement improvement plans.

Training is a core element of our programme designed to raise awareness of our Ethical Standards. We hold regional workshops to increase suppliers' understanding of our Ethical Standards and to provide an opportunity for suppliers to share ideas and best practice. As part of ASOS's new Retail Brilliance Course for buying and merchandising teams we have developed an ethical purchasing practices module which is completed by all buyers and merchandisers.

Our ethical trade programme also aims to identify and tackle the root causes of poor working conditions. We analysed supplier, site and worker data collated by our teams over a number of years, and consulted with a range of stakeholders to identify strategic projects we plan to implement over the next three years to help us better understand some of the systemic issues found within our supply chain. Each of these projects has been designed to help us achieve one of our three strategic objectives, and our vision of respecting and protecting every worker in our supply chain.

Who is responsible for upholding ASOS' Ethical Standards?



Suppliers and manufacturing sites must meet local employment laws and it is also their responsibility to meet our Ethical Standards. However we believe in working with them to bring them up to the Standards where necessary by monitoring performance and working on improvements. We are also committed to reviewing our own business practices regularly, such as ensuring we pay suppliers on time, since we know our actions may compromise our suppliers' ability to meet the Standards.

What happens if suppliers do not meet out standards?



Our aim is always to work with suppliers and manufacturing sites who have difficulty in meeting our standards to help them improve within a fixed time scale. If a supplier or factory, or both, consistently fails to improve despite our best efforts to support remediation, we will terminate the relationship. Such decisions are always taken at a senior level and in consultation with the either the supplier or the factory concerned, or both.

How do our buying teams support the programme?



Overall it is important that our ethical trade, buying, merchandising and technology teams work together to ensure that business decisions are made with due consideration to both commercial and ethical issues. Our ethical trade team is in regular contact with the ASOS buying teams to discuss ethical performance, trends and sourcing decisions. The ethical trade manager also attends supplier reviews with senior commercial teams. As a result, the ethical performance of our suppliers is increasingly influencing sourcing strategies and decisions.

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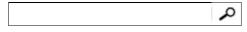
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SUSTAINABLE FASHION

ASOS champions sustainable fashion. We know it's what our customers expect from us, and we know it's the best way to safeguard our company's future, and the health and welfare of the environment and the communities where we operate. So we are using our growing global reach to promote manufacturing that is socially and environmentally responsible and to source more sustainable materials to use in our own-label ranges.

The areas of sustainable fashion that we are most passionate about, and where we target our greatest efforts, are:

PEOPLE

Building communities

Developing fair trade and alleviating poverty

Preserving craftsmanship and artisanal skills

THE ENVIRONMENT

Addressing climate change challenges

Preserving natural resources

Minimising landfill and material waste

Advancing animal welfare

A DEDICATED SOURCING TEAM

In 2013 ASOS set up a sourcing department to work with our buying and design teams and suppliers to develop more sustainable supply chains across the globe. We also created a Fabric Manager role within this team to promote the use of more sustainable materials within our collections.

HELPING CUSTOMERS DISCOVER SUSTAINABLE FASHION

The Green Room, launched on Womenswear in 2010, is a section of our website where our customers can find out about and buy sustainable fashion and beauty. Read more about The Green Room.

Signposts to help us identify sustainable products: we tag with a 'Signpost' image all products that we sell that have a social or environmental benefit. Not only does this promote sustainable fashion to our customers and make it easy for them to buy it, but it also helps our buying teams choose sustainable fashion for next season's clothing lines.

ASOS Marketplace is a platform that brings vintage and pre-worn items to our customers.

Reclaimed Vintage: We take unwanted clothing items and materials and give them a new lease of life in our Reclaimed Vintage men and women's collections – another one of the ways we are helping our customers to consume less resources.

PROMOTING SUSTAINABLE FASHION INSIDE ASOS

We have developed resources to help our design and buying teams create and source more sustainable products.

The Sustainable Clothing Action Plan (SCAP): led by WRAP, the not-for-profit recycling and waste organisation, SCAP aims to assess clothing production across its lifecycle to find ways to make it less wasteful, and to reduce its carbon and water footprints. We joined SCAP in 2012, and we are using their assessment tool to measure and reduce the water, carbon and waste footprint of our own-label products manufactured in the UK.

Sustainable sourcing training: as part of our Retail Brilliance course for buyers and merchandisers the ASOS sustainable fashion team runs classes throughout the year on our product sustainability programme. Our aim with these classes is to inspire our teams to boost the sustainable fashion credentials of our own-label clothing as well as to keep them updated on industry developments.

Sustainable materials library: we started creating our library of sustainable materials in 2010, to help our buying and design teams find the most



Michelle Obama wearing ASOS Africa



ASOS Africa AW14 Collection

Follow our official Twitter feed for The Green Room here @ASOS_GreenRoom Sustainable fashion – ASOS Plc 11/27/2014

> sustainable materials for their upcoming ranges. The library makes these materials more visible and accessible to our creative staff, inspiring them to use more of them in their collections.

2014 PERFORMANCE

Set up a sourcing team and established a Fabric Manager post who, as part of their remit, help our buying and design teams to source materials and products more sustainably

In conjunction with Sustainable Clothing Action Plan (SCAP) we products manufactured in the UK

Used the SCAP footprint tool to enable the sourcing, buying and design teams to measure the environmental impacts of the materials in our products and replace them with more sustainable alternatives

Defined a sustainable cotton strategy for own label products. Cotton was

'Sustainable Signpost' icons have gone live across The Green Room and ASOS.com to highlight important features of our sustainable products and

Continued to expand our sustainable materials library so that our creative teams have even more choice when designing new product ranges

Brilliance Course for buyers and merchandisers

Trained 109 buyers and merchandisers on our Product Sustainability Programme. SCAP also trained individuals from buying, design, press and marketing on lifecycle analysis.

community-based clothing manufacturer who produces our ASOS Africa

Revised our Animal Welfare Policy and Guidelines again in 2014 to reflect developments in animal welfare best practice.

2015 COMMITMENTS

Expand the range of products in The Green Room to include womenswear Outlet, Marketplace and beauty, as well as menswear Own label, Brands

Increase customer engagement by redesigning The Green Room website to promote the stories behind the featured ethical and eco conscious

Work with womenswear and menswear own label departments to increase the use of sustainably sourced materials in their ranges

carbon footprint within our supply chains

Deliver sewing and technical training to the local community where SOKO, our ASOS Africa manufacturer is based, so that we can build SOKO's capacity and extend the ASOS Africa range.

Invest in SOKO management development and supervisor training



INTERVIEW WITH CLAIRE HAMER,

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THE GREEN ROOM

The Green Room is destination within the asos.com website where customers can go to learn about and buy pioneering sustainable fashion and beauty goods. It's one of the ways ASOS promotes products that are made by manufacturers who use sustainable business practices. The Green Room has grown rapidly since its launch in 2010. Today it's worth over £6 million.

HOW IT WORKS

All the items sold in the Green Room satisfy the principles of at least one of the following areas of sustainable fashion:

PEOPLE

Building communities

Developing fair trade and alleviating poverty

Preserving craftsmanship and artisanal skills

THE ENVIRONMENT

Addressing climate change challenges

Preserving natural resources

Removing waste

Advancing animal welfare

HOW THE GREEN ROOM WORKS WITHIN ASOS.COM

All of the products sold in The Green Room are also available under their product categories on the asos.com website. We highlight them within The Green Room as well, to give these products twice the exposure. We believe that by promoting these products and brands we'll encourage others to explore better means of production, so ultimately we can provide our customers with an even bigger range of truly sustainable fashion.

ASOS SIGNPOSTS

We have created 'Signposts' on our website to help customers learn more about the sustainable product ranges we sell. The Signposts appear next to every single sustainable item we feature, providing details on products' environmentally or ethical credentials, or both. Launched in 2013, our Signposts help customers to make informed choices about what clothes they buy, and help to guide those consumers who are passionate about buying fashion with integrity.

Our buying and design teams also use the Signpost information to help them create or buy more sustainable product ranges.

ASOS AFRICA AND SOKO

Now in its ninth season, ASOS Africa is our Green Room flagship brand. The collection is designed in-house, then cut and manufactured by SOKO, the Kenyan clothing workshop which provides fair and safe employment and training for some of the country's poorest communities.

SOKO has grown from four to 45 employees over the last four years. As part of their contract working for SOKO, employees receive hot meals and refreshments each day, as well as healthcare cover. They also benefit from the facilities at Wildlife Works, where SOKO's new eco-factory is based, including a crèche, kitchen and washing facilities. This is particularly beneficial for the working mothers at SOKO who have few opportunities within their society to earn an income and gain financial stability.

We provide ongoing support to help develop the SOKO brand and the team. We recently sponsored leadership and communications training programmes attended by all SOKO employees. ASOS is also currently developing a pilot training programme for tailors in the community around SOKO, called the Stitching Academy, which is due to be launched in May 2014.

View all of our Signposts



Customers can now use our Signpost system to find out more about the environmental and ethical credentials of the products we sell.



ASOS Africa AW14 Collection

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SOKO team participating in leadership and communications training.

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ANIMAL WELFARE

ASOS firmly believes that animals should not suffer in the name of fashion or cosmetics. In 2012, following consultation with animal welfare organisations, we rewrote our animal welfare programme policy in line with industry best practice.

ASOS'S ANIMAL WELFARE POLICY

The ASOS Animal Welfare Policy applies to all of our branded and own-label suppliers, as well as ASOS Marketplace traders. It states they must:

not use fur, rabbit hair (angora), exotic leather and skins or any part of an endangered animal in their products

not test any products or ingredients on animals.

In addition, they must:

only source leather, wool, cashmere, mohair and feathers and down from suppliers with a good track record of animal welfare.

ASOS: 'FUR FREE'



(is) ... proving that no matter how large an organisation, animal welfare can be at the heart of successful business." RSPCA press release

"Global fashion giant ASOS

WINNER FASHION

INNOVATION AWARD

We publicly re-affirmed our commitment to being a fur-free retailer by becoming a member of the Fur-Free Alliance in 2012.

Action	Faux	Real
Examine backing	Uniform knitted or mesh backing, one layer of lining	Soft suede-like leather base, often two layers of lining
Pierce base with a pin	Easy to push a pin through base	Difficult to push a pin through base
Examine hair	Uniform in colour and length, synthetic feeling fibres	Varying length soft tapered hair which rolls easily between fingers

HELPING OUR SUPPLIERS AND BUYERS TO COMPLY

We have put in place measures to educate our buyers and suppliers on the Animal Welfare Policy, including:

Distributing guidelines and factsheets explaining animal welfare in the fashion and beauty industry, and a step-by-step guide to sourcing materials from suppliers with higher standards of animal welfare

A guide to help buyers, suppliers and customers identify faux (fake) fur from real fur. We also distribute this information sheet to our vintage clothing boutique sellers on ASOS Marketplace

Training workshops on the new policy and guidelines; induction training for all new staff now covers the Animal Welfare Policy

Animal welfare – ASOS Plc 11/27/2014

Introducing stricter quality control checks at the ASOS warehouse and on ASOS Marketplace to ensure adherence to the Policy.

RECOGNITION FROM THE RSPCA

ASOS was given the RSPCA's Good Business Award for Innovation in 2012. The respected animal rights organisation praised our 'robust employee training programmes' along with the ASOS 'faux from real' fur guide.

The RSPCA Good Business Awards reward food and fashion companies with the best animal welfare policies, and in particular those who are trying to improve and develop their work to improve animal welfare.

"Global fashion giant ASOS (is) ... proving that no matter how large an organisation, animal welfare can be at the heart of successful business," the RSPCA said in its press release following its Good Business Awards ceremony in London.

Judges for the fashion category were Lisa Armstrong, Daily Telegraph fashion editor, Wayne Hemingway, designer and co-founder of Red or Dead, and Shelly Vella, fashion director of Cosmopolitan magazine.

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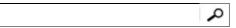
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SUSTAINABLE BUSINESS

ASOS aims to be the world's number one fashion destination for twenty-somethings. We know that, increasingly, this age group wants the companies they buy from and work for to have a good sustainability record. We believe that, by continuing to grow our company in a sustainable way, we will also ensure ASOS' long-term commercial viability.

We want to achieve growth in a way that adds social value and minimises environmental impacts. The sustainable business pillar of our corporate responsibility strategy, Fashion with Integrity, helps deliver our overall business goals in the following ways:

The environment: we aim to make our operations and use of resources as efficient as possible, minimising waste

Our people: we aim to attract and retain the best creative talent by making ASOS a rewarding, diverse and inspiring place for people to work

Our customers: we aim to provide our customers with the best products and outstanding service, including promoting a positive body image.

TACKLING OUR CARBON FOOTPRINT

We began measuring our carbon footprint, in 2008 in order to understand the extent and make up of our carbon emissions, and to find ways of reducing. We are making big changes in how we make and receive deliveries, including cutting back our packaging and waste. For example, all of our delivery boxes are now made of 100% recycled material. Meanwhile, our new fulfilment centre in Yorkshire has an energy performance certificate (EPC) 'A' rating.

OUR PEOPLE AND THE ASOS WAY

We call our business culture The ASOS Way and our plan for growing sustainably depends on it. It sums up the workplace environment we want – full of passionate, innovative and collaborative people who treat each other with respect and honesty. We also take safety and wellbeing very seriously, and strive to provide a diverse workplace where talent is nurtured.

OUR CUSTOMERS

Great customer service is a big part of our strategy for keeping our customers happy, but we're also doing more – promoting a positive body image for our young shoppers while taking a stand against fashion industry practices we don't agree with. We're also engaging customers in our efforts to behave more sustainably because we know they have a big role to play.

2013/14 PERFORMANCE

Built two new Eurohub warehouses in Poland and Germany to cut down on stock and vehicle movements across Europe, thereby helping us to reduce emissions

Extended our Barnsley warehouse by over 25% reducing the number of miles our vehicles travel by 200,000 per year, saving 250 tons of carbon

Provided all ASOS employees with an opportunity to have a stake in ASOS' future by implementing a Share Incentive Plan

Launched a comprehensive learning and development programme for buyers and merchandisers called Retail Brilliance

Between September 2013 and August 2014 we handled 3,419,335 individual email 'contacts' and 1,116,881 social contacts with customers, as well as 36,682 Live Chats with our US and German customers between

Hosted an industry debate on fashion and body image at our London HQ in September 2013 $\,$

Started working with anti-bullying charity, The Diana Award, recognising that online activities are having a huge impact in this area

2014/15 COMMITMENTS

We have cut the number of deliveries to our warehouse from 150 to eight per day, thanks to our 2012 delivery consolidation project.

We've cut the waste that goes to landfill from our London headquarters and our Barnsley warehouse by 99%.

Sustainable business – ASOS Plc 11/27/2014

> Join the Better Cotton Initiative programme to improve the sustainability of our cotton sourcing

> Review the feasibility of achieving ISO14001 certification at our offices Identify future talent internally and provide focused development using our newly designed talent framework

Revise our current global rewards and benefits package to make it as creative and award-winning as our UK offering

Continue to adapt our fraud platform to ensure that our anti-fraud processes do not negatively impact on our genuine customers

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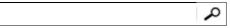
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THE ENVIRONMENT

ASOS is an online business, headquartered in London, with a fulfilment centre in Yorkshire, a customer care centre in Hertfordshire, a technology team in Birmingham as well as overseas offices in Berlin, Lille, New York, Shanghai and Sydney. We do not have any 'bricks and mortar' stores. We ship our products to over 234 countries around the world and provide our customers with a free returns service. We began measuring our carbon footprint in 2008; this exercise has demonstrated that our biggest environmental impacts come from the carbon emissions resulting from customer deliveries, the running of our buildings and packaging and waste.

Our sites around the world

Our business carbon footprint is 42,913 tonnes of ${\rm CO}_2$

The carbon footprint of each item we deliver is 0.002 tonnes of CO₂



OUR ENVIRONMENTAL APPROACH

ASOS' Environmental Policy sets out our approach to managing our environmental impacts, and in it we make the following commitments:

continuously improve our environmental performance

reduce pollution from our business operations

use fewer natural resources and by using them more efficiently

consider environmental issues and energy performance when designing, refurbishing, and using office buildings

measure and cutting our carbon footprint to meet our published objectives and targets

take environmental and climate change criteria into account when procuring and providing goods and services

manage waste generated from our business operations according to the principles?of reducing, re-using and recycling

comply with all relevant environmental legislation as well as other environmental requirements to which we subscribe.

THE IMPACT OF RAPID GROWTH

Since our first carbon footprinting exercise in 2008, we have focused on putting in place systems to measure our carbon emissions, energy usage and waste more accurately. This has not been straightforward to do, because our rapid growth has meant we have had to change premises frequently during that time.

2013/14 PERFORMANCE

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undertook a detailed audit with packaging experts Duo to reduce the volume of packaging material we use, increase product protection and streamline our packaging costs

offset our carbon emissions by investing in carbon offset schemes that include a social and environmental benefit

extended our Barnsley warehouse by over 25% reducing the number of miles our vehicles travel by 200,000 per year, saving 250 tons of carbon

built two new Eurohub warehouses in Poland and Germany to cut down on stock and vehicle movements across Europe, thereby helping us to reduce emissions

brought our UK packaging standards in-line with international standards, enabling us to increase the number of products that we can send to our customers in a bag rather than a box, and allowing us to load more packages onto delivery trailers

built a water rock catchment and tank system in a rural Kenyan village which is providing drinking water for 7,000 local people.

2014-15 COMMITMENTS

clarify and extend our banned chemicals list, raise awareness with suppliers and increase due diligence testing on chemical compliance join the Better Cotton Initiative programme to improve the sustainability of our cotton sourcing

review the feasibility of achieving ISO14001 certification at our offices extend our waste packaging management and compliance programmes to cover additional territories

review all of our packaging with our suppliers to ensure that we are providing the most effective solutions to customers, with the least environmental impact.

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CARBON AND ENERGY

CARBON FOOTPRINT

We began measuring our carbon footprint in 2008 in order to understand the extent and make up of our carbon emissions, and to find ways of reducing them. This is particularly important given the context of our rapid growth.

Our Carbon Neutral Strategy evolved out of this initial carbon footprinting exercise, and currently involves a high element of offsetting, because the biggest contribution to our carbon footprint is emissions from customer deliveries, which can be reduced only up to a certain point. We are therefore using offsetting to ensure we can contribute to emission reductions until better low-carbon logistical options become available. We help to fund the following carbon offsetting projects that have been chosen for their social as well as environmental benefits:

The Kasigau conservation project in Kenya
The Panchpatta wind farm in India
The Tieling coal mine methane capture in China
Biomass energy production in Brazil

We aim to continue to minimise our carbon emissions by doing the following:

saving energy through more efficient operations

investing in energy efficient technologies

reducing the carbon intensity of our energy consumption by purchasing green tariff electricity

offsetting our carbon footprint in certified projects with a social benefit.

OUR CARBON FOOTPRINT

Our carbon footprint for the 12 months ending August 2013 was calculated to be 42,914 tonnes CO₂. This is significantly higher than last year owing to substantial growth in international markets, and the inclusion of emissions from our five new overseas buildings and teams in Berlin, Lille, New York, Shanghai and Sydney.

ASOS is an online business with no 'bricks and mortar' stores. We have determined that the following activities make up our carbon footprint:

customer deliveries - by road, sea and air freight

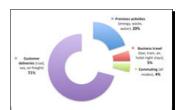
premises activities – energy, waste, water (currently part estimated since we share floors in our headquarters with other companies

business travel – taxi, train, air and hotel nights stayed commuting – all modes.

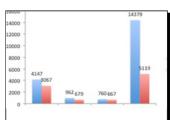
Our carbon footprint assessment includes all applicable Scope 1 and 2 sources – and some Scope 3* – as stipulated by the Greenhouse Gas Protocol. Scope 3 sources comprise over 68% of our total emissions.

We are working hard to reduce emissions from customer deliveries. New carriers are selected based on their environmental credentials. For example we now use DHL, who as part of its Go Green programme, is committed to using more renewable energy, and UPS, who have vowed to plant more than 2 million trees in 2013." Matt Rogers, Director of Delivery Solutions and Inbound Supply Chain

ASOS' carbon footprint is 42,914 tonnes of CO₂

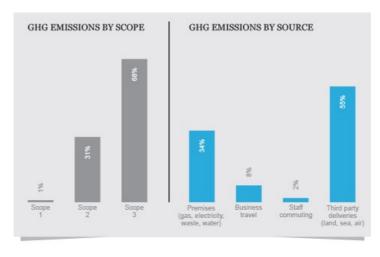


Graph 1: % of GHG (greenhouse gas) emissions broken down by activity



Graph 2: Comparison of

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WHAT WE DO NOT INCLUDE

We do not currently include in our assessment emissions resulting from the transport of goods from suppliers to our fulfilment centre, from product returns from customers or from the manufacture of the products we sell.

Separately we are working with the Sustainable Clothing Action Plan (SCAP) to measure and reduce the carbon, water and waste footprint of our UK manufactured own-label products.

THE IMPACT OF AIR FREIGHT

Customer delivery emissions make up 54% of our overall carbon emissions, with air freight accounting for 97% of this figure.

We expect emissions from air freight to continue to rise as our international expansion continues. In the long term, as we grow sales volumes, we will be looking at opening more regional fulfilment centres that will receive products direct from suppliers for shipping out to local customers, which would reduce emissions from air freight. However we have yet to reach the critical tipping point where our sales volumes are high enough to make such regional fulfilment centres viable. In the interim, we have set up regional return hubs in America, Germany and Poland. This means that when items are returned from those countries, they can be shipped out to new local customers as new orders, thereby cutting emissions and delivery times.

TACKLING EMISSIONS FROM CUSTOMER DELIVERIES

We have extended the size of our Barnsley fulfilment centre by over 25%. This has enabled us to hold more stock, and therefore helped us to reduce the number of miles our vehicles travel by 200,000 per year, saving 250 tons of carbon.

We also recently invested in two new Eurohub warehouses in Poland and Germany to cut down on stock and vehicle movements across Europe, contributing to our efforts to reduce emissions. Returns are now being processed locally and retained stock is being used to fulfil orders in some European countries. Previously, all European returns were going back to the UK for refund processing and all European customer orders were being fulfilled from the UK.

We are working with delivery partners to look at ways to minimise road freight emissions by:

- reducing packaging, thereby allowing more packages to be loaded onto one delivery trailer maximising its capacity
- introducing fuel saving technologies such as route planning software to cut the length of journeys $\,$
- researching low-carbon vehicles and fuels
- awarding contracts to logistics partners who are working to reduce their own emissions.

ENERGY EFFICIENCY IN OUR BUILDINGS

We lease all our global offices including both our London headquarters and our customer service building in Hertfordshire. Our fulfilment centre in Yorkshire is run through our third-party logistics partner. Our buildings generate approximately 34% of our carbon footprint and during the last reporting period carbon emissions from our premises increased by 256%, due to:

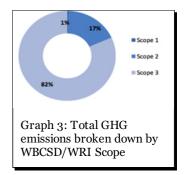
a 302% increase in head count as overseas employees are included in the our carbon footprint calculation for the first time

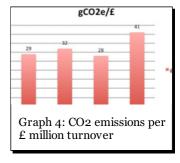
the inclusion of five new overseas offices in our footprinting scope an increase in floor space of 25% at our fulfilment centre.

The energy efficiency and carbon reduction measures we have put in place in our buildings include:

installing more efficient lighting systems in the buildings we own, including fitting

carbon emissions split by activity over the last two reporting periods





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LED lighting on automatic sensors in our fulfilment centre

purchasing energy using a green energy tariff from E.On and Haven through a climate change levy exemption certified scheme (this applies when we directly purchase our own energy)

moving to a new fulfilment centre in Barnsley, Yorkshire, which has been rated 'excellent' by BREEAM (the Building Research Establishment's environmental assessment method – a best practice environmental rating system for buildings), and which achieved an energy performance certificate (EPC) 'A' rating researching renewable energy micro-generation options for our fulfilment centre reviewing the feasibility of achieving ISO14001 certification at our offices.

WATER

ASOS consumes relatively little water in our three premises, and we currently only measure water usage in our fulfilment centre. The fulfilment centre has recently installed Eco Domes water saving technology in all of its toilets.

We are also supporting community infrastructure in Kenya where one of our suppliers is based, by building a water rock catchment and tank system which is providing drinking water for 7,000 local people.

* Scope 1 emissions come from sources that are owned or controlled by the company, such as natural gas consumption. Scope 2 emissions account for greenhouse gas emissions from electricity and heat that is purchased from and generated by a third party. Scope 3 includes all other indirect emissions such as those from customer deliveries, business travel and commuting.



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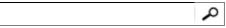
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PACKAGING AND WASTE

We source over 3 million kg of packaging a year, making it an important environmental impact for us. We are working hard to address this through initiatives such as using lighter packaging to help reduce emissions from customer deliveries, increasing recycled content, our delivery boxes are made out of 100% recycled materials, and our bags out of 25%, improving packaging recyclability and recycling all bags and boxes that have been returned by customers.

Some of the changes we have made in 2013 include:

bringing our UK packaging standards in-line with our international standards which means we have increased the number of categories that we can send to our customers in a bag rather than a box. This has enabled us to fit more parcels on to vehicles and to reduce CO2 emissions, as well as reducing the number of different boxes that we are reliant on enabling us to simplify manufacturing demands and reduce the number of deliveries we receive.

reviewing all of our packaging with our suppliers to ensure that we are providing the most effective solution and delivering to our customers with the least impact to the environment.

undertaking a detailed packaging audit with packaging experts Duo. Their findings have helped us to reduce the volume of packaging material we use, reduce the amount of ink on our packaging to maximise recyclability, maintain product protection and streamline our packaging costs.

REDUCING PAPER CONSUMPTION

All of the paper we use comes from suppliers certified as sustainable by the Forest Stewardship Council (FSC). We have introduced centralised printing system to try and reduce the amount employees print.

Our IT department has helped us reduce our paper usage, starting with our head office. For example, we now use digital 'lookbooks' to show our seasonal collections to the press, instead of printed ones. This cuts printing and distribution costs, as well as the carbon emissions from delivering them. We also now use iPads and iPhones for reporting rather than printed documents.

WASTE AND RECYCLING

The amount of waste we send to landfill from our buildings and fulfilment centre increased this year due to the inclusion of waste figures from our customer service building in Hemel Hempstead. Overall, we aim to meet our target of sending no waste at all to landfill next year, and are reviewing ways to continue increasing the amount of waste we recycle. We plan to do this by:

turning our waste into compost recycling all paper, cans, plastics sending remaining waste to be incinerated to produce energy.

We also donate end of life fashion items and IT equipment to Oxfam, a global charity that tackles poverty. Our employees raise money for Oxfam through the 'Oxfam Collects' scheme, bringing books, clothing and other belongings they don't need to work. Oxfam collects the donations to sell in its shops and writes to each person to tell them how much their donated items have raised.

All of our delivery boxes are made out of 100% recycled materials



We're using digital lookbooks instead of printed ones to cut down on paper

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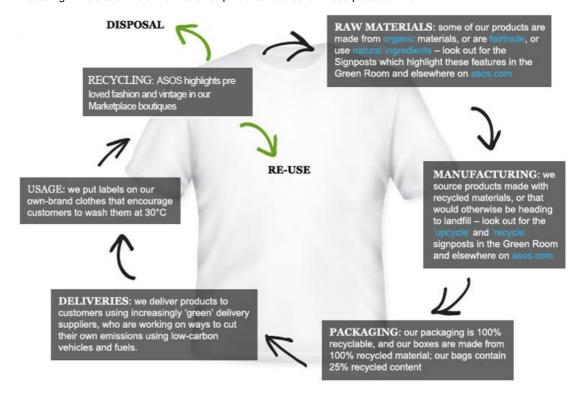


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ENGAGING CUSTOMERS

In general, our twenty-something target customers are increasingly concerned about sustainability. They expect companies to help them make sustainable choices about the products they buy and how they use them. We therefore believe in promoting the products we sell on our website that are made in a sustainable way, and pointing out simple, effective actions our customers can take to be environmentally friendly.

This diagram shows what we are doing to tackle elements of the environmental footprint of our products, and therefore how we are helping to provide more sustainable options for our customers at each stage of the product lifecycle. We will be looking at measuring in more detail the environmental footprint of some of our own-label products in 2014.



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OUR PEOPLE

Our employees are the heart of our business and the driving force behind ASOS' global success. We expect our employees to be high performers and find people with skills that complement our vision so that they thrive in our fast-paced environment. We work hard to grow and keep our talent, offering opportunities that match both their professional and personal aspirations.

WHO WE ARE

As at January 2014 we employed a total of 1,541 people, a 16% increase on August 2013. This includes 1475 full-time and 66 part-time employees. The ratio of women to men at ASOS is 1:4. Our Board of Directors currently has three women and four men.

Our UK employees are based at two sites: our headquarters in Camden, north London and our Customer Care site in Hemel Hempstead. In addition, we also have marketing teams based in France, Germany, the US and Australia as well as our newest operation based in China.

To support ASOS' operations, we also have 150 customer care positions in Belfast and over 1,000 workers in customer order fulfilment based at our Barnsley warehouse, employed through outsourced contracts.

OUR CULTURE: THE ASOS WAY

Delivering a first class customer proposition and service in a high-growth, unique company requires everyone to be pulling in the same direction. To help achieve our goals, we have core values that define who we are, what we do and how we do it: we call this 'The ASOS Way'.

These values represent our DNA; some things change, but these values don't.



The ASOS Way: our company values and the root of our success.

PERFORMANCE 2013

Recruited internationally (five to 15 people) for our marketing teams based in Germany, France, the US and Australia

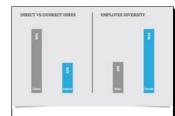
Established employee hiring and development requirements for our new China office including hiring of local talent, offering developmental assignments for existing high potential employees and development of a 'Learn As You Grow' scheme

Expanded People Hub, our centralised HR information system to include a Learning Management System, travel, expenses, benefits, payroll and share data

Launched phase 1 of our development programme, 'Retail Brilliance', which 78% of our buyers and merchandisers have now attended

Introduced ASOS extras, our new flexible benefits programme offering 21 new benefits for employees including iPads, Cinema tickets, Spa

"Working for ASOS, you need to be incredibly passionate and committed but the rewards are great...did I not mention the discount and the sample sales?!" Louise Clark, Operations Manager, ASOS



Of the 189 new ASOSers employed up to January 2014, 68% were direct hires.

Our people – ASOS Plc 11/27/2014

Vouchers as well as the traditional healthcare, life assurance and dental. As a consequence take up rates are now up to 65%, an increase of 32%

Provided all ASOS employees with an opportunity to have a stake in ASOS' future by implementing a Share Incentive Plan

Developed an overseas travel security programme, including country-specific risk assessments, security advice and training

Increased headcount by 189 new roles

ASOS' Barnsley fulfilment centre won the British Safety Council International Safety Award in 2013

COMMITMENTS 2014

Identify future talent internally and provide focused development using our newly designed talent framework

Evaluate our progress against agreed people action plans and implement

Identify future skill requirements, undertake planning to attract and select relevant talent and build a pipeline of great people for future roles

Revise our current global rewards and benefits package to make it as creative and award-winning as our UK offering

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HEALTH AND WELL BEING

Our people are our greatest asset so naturally their health, safety and wellbeing are our top priorities. We have a number of guidelines in place to ensure that everyone who works for ASOS is afforded the same rights, opportunities and protection.

EQUALITY AND DIVERSITY

We pride ourselves on being a fair and supportive employer which means providing equal opportunities to all of our people. We do not hire or discriminate on the basis of age, gender, religious belief, ethnicity or nationality, sexual orientation, or disability. We strongly believe that by continuing to employ a diverse range of people, ASOS will become an ever more inspiring and innovative place to work. We currently have three women and four men sitting on our Board of Directors.

In 2012 we became a member of the Business Disability Forum, an organisation providing advice and tools to businesses to help them understand better how to support employees and potential employees with disabilities. In 2013 we established a working group comprised of representatives from each department to look at how we could better align our approach with the Forum's Disability Standard, a set of ten criteria designed to help all aspects of the business become 'disability-smart'. The group are currently carrying out an internal audit to review how we will implement the standard.

SAFETY AND SECURITY

Our employees and people working on behalf of ASOS are entitled to a safe working environment wherever they are in the world. Our Procurement & Facilities Director is responsible for the health and safety of all our employees. As an officebased business, most of our health and safety risks are relatively minor (incidents that could be treated easily by a first aider); nonetheless these risks are assessed every year and our policy is reviewed regularly. We also ensure all of our new starters are made aware of their responsibilities in this area. We were pleased that the number of health and safety incidents remained minimal in 2013/2014 and we are currently paying careful attention to further increasing safety and security in the office through structured assessments and implementing enhanced measures to ensure maximum safety and security for all our employees involved. We are doing this across our GLH, Hemel Hampstead and Birmingham facilities.

We also require our outsourced centres to follow stringent health and safety standards, and they must report performance to us regularly. For example we receive weekly site safety reports from the global fulfilment centre at Barnsley, and we review their safety performance quarterly.

As part of on-going safety and security assessments we undertook a full security audit of our office premises in 2012 and have strengthened our building access procedures based on the findings. We are also currently working on a comprehensive overseas travel security programme, In 2013 we carried out an internal risk assessment and safety review of every country visited by ASOS employees. We sought specific security advice for high-risk countries and now offer personal security updates and training for colleagues who plan to visit these areas.

WELLBEING

We provide a variety of benefits targeting employee wellbeing. In addition to ASOS extras, such as private healthcare, healthcare screening, dental insurance and discounted gym membership, we also like to show our appreciation for our hard working employees by providing them with a few additional perks:

free personal security training

a fitness centre in the office offering personal training, massage, pilates, zuma, yoga and many other classes

a subsidised cafe

fresh fruit delivered daily

In our most recent employee survey 97% of our people said they were proud to work at ASOS



ASOS is a member of the **Business Disability Forum**

ASOS' Barnsley fulfilment centre won the British Safety Council International Safety Award in 2013.









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BUILDING A CAREER

We're passionate about furthering our employees' careers — we want a team of engaged, talented, high-performing people working to their full potential. We know people are more likely to join ASOS if we offer an attractive salary and great benefits — and they'll stay if they know they have a bright future and will play a part in our growth and share our success.

RECRUITING NEW TALENT

We have built strong links with a number of UK universities to help us develop the next generation of ASOS talent. We offer a 12-month internship programme for 24 undergraduates per year to undertake paid work placements at ASOS, where we help them acquire the knowledge and experience to be successful in the fashion industry. We currently offer internships within Buying, Merchandising, Design, Garment Technology, People and Software Engineering teams. In addition ASOS offer 18 month apprenticeship schemes for 6 apprentices within our Garment Technology, Buying and Merchandising teams.

We also run Get Started With Fashion Courses in partnership with The Prince's Trust, helping young people to gain the skills and confidence to look for work in fashion. Since its launch in April 2010, 67 young people have attended GSWF courses in London, Hemel Hempstead and Barnsley.

"I'm responsible for the development, career planning, hiring and promoting of my team. It's always great when you see members of your team develop, get promoted, buy their first range and grow with confidence."

James Barron, Buying Director, Menswear

To see our current vacancies visit our careers site or Twitter or Facebook page



INTERVIEW WITH MADDY PALMER, BUYERS ADMINISTRATOR INTERN (MENSWEAR)

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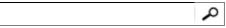
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REWARDING OUR EMPLOYEES

Rewarding our people well is critical for ensuring their continued motivation and engagement. We offer competitive salaries, an annual discretionary bonus, an award winning flexible benefits programme, and every ASOSer is given a stake in the future of ASOS through the various share plans in place.

PERFORMANCE RELATED PAY

In the last 12 months, we have introduced performance-related pay (PRP) at ASOS, whereby employee salary increases are linked to an assessment of individual performance. Assessment measures include achievement of personal objectives and how ASOSers embrace the ASOS Way, our core company values.

BONUS AND SHARE PLANS

Our discretionary bonus is designed to help us reach stretching yet achievable targets which allow every ASOSer to benefit financially from ASOS's success. We also have a range of share plans to enable eligible employees at all levels of the company to share in our success, including the Share Incentive Plan, a Performance Share Plan and Save As You Earn.

BENEFITS PACKAGE

We offer our ASOSers a range of benefits designed to complement our values, culture and demographic. ASOS extras is our flexible benefits programme and, along with more traditional benefits such as life assurance and health insurance, we also offer iPads, cinema discounts, Spa Finder and Tastecards to name a few.

We also have a discounts website called Sawy Savings where employees can save money on their weekly shopping, gifts, days out and much more. Summer Fridays take place between June to end of August where we finish at 3pm on Fridays during the summer months, not to mention creative perks such as monthly social get-togethers for all employees on a Friday afternoon, sample sales, birthdays as an additional holiday and an industry-leading staff discount on ASOS product.

In 2013, we introduced Reward Awareness Season to help ASOSers understand what we offer, what the rewards are worth to them and ultimately, how much we value our people. 97% of ASOSers were delighted with Reward Awareness Season, demonstrated by comments from the evaluation survey such as; 'Reward season just reminded me that ASOS is an awesome place to work'.

"I'm responsible for the development, career planning, hiring and promoting of my team. It's always great when you see members of your team develop, get promoted, buy their first range and grow with confidence."

James Barron, Buying Director, Menswear

To see our current vacancies visit our careers site or Twitter or Facebook page



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Our customers – ASOS Plc 11/27/2014

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OUR CUSTOMERS

We have more than 8m active customers in 190 different countries, most of them aged twenty-something. To us, being a sustainable business means giving our customers the best customer care that we can. This doesn't just mean handling queries properly, it means engaging our customers in our efforts to help the environment and to promote positive body images.

OUR CUSTOMER CARE TEAMS

The staff at our Customer Care centres in Hemel Hempstead, Lisbon and Russia are the front line for helping our customers. Over 500 people handle customer queries and complaints in different languages and across different channels — mainly email and social media. As part of our wide-ranging commitment to doing the right thing by our customers, our Customer Care team are also trained to understand body image and associated health issues They can answer questions about our Model Welfare Policy and our stance on digital retouching, most importantly that we don't artificially adjust photographs of models to make them look thinner.

OUR SERVICE PROMISE

Making sure our customers get their ASOS goodies when they want them is the most important part of our service promise. Occasionally something goes wrong with our service and when it does, we promise to fix it as fast as we possibly can. Protection from fraud and fraud and data security measures are also some of the behind-the-scenes arrangements we have in place to make sure we're always looking after our customers.

OUR PRICE PROMISE

We promise to match the price of any non-ASOS item being sold at a lower price elsewhere (not that it happens often). If a customer sees a branded item cheaper on another website we'll match the price. As ever, terms and conditions apply.

In January 2014 we paid £359.12 to customers who found an item cheaper elsewhere, and £3,409 in total between July and December 2013.

2014 PERFORMANCE

Between September 2013 and August 2014 we handled 3,419,335 individual email 'contacts' and 1,116,881 social contacts with customers, as well as 36,682 Live Chats with our US and German customers

Our profit protection team identified an estimated £9.5 million of fraudulen transactions that could otherwise have resulted in loss of stock

2015 COMMITMENTS

Continue to adapt our fraud platform to ensure that our anti-fraud processes do not negatively impact on our genuine customers.



INTERVIEW WITH BRETT HOLLAND, CONTINUOUS IMPROVEMENT MANAGER, CUSTOMER CARE

Read More

During December 2013 we handled 572,626 customer interactions (social, email, chats, phone, live chat).

17th December 2013 was our busiest customer care day with approximately 34,000 customer contacts across all channels.

We topped the Institute of Customer Service's rankings in July 2012 and January 2013, and were named the UK's best organisation for customer service, according to a survey of 26,000 customers. Our customers – ASOS Plc 11/27/2014

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Fraud and data security - ASOS Plo 11/27/2014

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FRAUD AND DATA SECURITY

A big part of looking after our customers is the work we do around protecting their personal information and stopping fraudulent transactions. Our anti-fraud measures are one of the most important services we provide for our customers – and save us time and money as well.

PROFIT PROTECTION AND ANTI-FRAUD MEASURES

We want to make sure that our customers aren't interrupted by fraud checking while at the same time monitoring transactions so that fraudulent orders are intercepted. We use an automatic anti-fraud system that reviews every order from around the world, and then selects 3% for manual review by the Profit Protection

The Profit Protection team works 24 hours a day, seven days a week to ensure threats are mitigated as efficiently and effectively as possible.

In the year to January 2014, the team identified £10.5m of fraud that could otherwise have resulted in a 'chargeback' and loss of stock. A chargeback is a refund made by a credit card company to their card holder. Chargebacks occur when a card holder disputes and item debited from their card, usually because they claim they did not authorise the transaction. The refund is then 'charged back' to ASOS, resulting in a financial loss.

Some other features of our anti-fraud strategy:

orders are checked for fraud against up to 187 criteria known as 'rules'. This is how we establish whether the customer order is genuine. The system scrutinises billing and shipping addresses, the basket value, frequency of orders, and type of item, among dozens of other rules. We develop and remove rules as we identify new trends, so we can target fraud in a dynamic way.

all potentially fraudulent orders are reviewed before midnight on the day the order is placed, to mitigate delays to customers

in 2013 we stopped £10.5m of fraud and reversed 13.5% of 'chargebacks' in one month (October 2013) 3.06% of all orders were manually checked In a single month (October 2013) 0.26% of total orders were cancelled due to fraud, totalling £889,192

DATA SECURITY

As an online business, we are very conscious of the security around our site and take protecting our customers' data extremely seriously. Our IT Security Officer is dedicated to combating any IT security violations and we are continuously improving our systems, assessing how we compare to the world's best.

We have put in place technical and physical security controls to prevent unauthorised access to customer data. It would be inappropriate and insecure to divulge any details on the specific security measures we have in place. However, customer confidence in our security measures is vital to our success and, to reassure customers, we guarantee to use:

access restrictions

encryption of certain customer data

alert systems (ASOS's IT data security has received the highest possible rating under the industry standard - that is, PCI-DSS Level 1 compliant).

In the year to January 2014, the team identified an estimated £10.5m of fraud that could otherwise have resulted in a 'chargeback' and loss of stock

Our Profit Protection measures prevented £4,186,676 of fraud on 24,246 orders between September 2013 and 31 January 2014

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POSITIVE BODY IMAGE

We want to use our influence among young fashion-lovers to promote more responsible and healthy body images than are often seen in our industry. It's a stand we've taken to protect our customers and our working models, and we hope it will influence the wider fashion world.

The fashion industry sends messages that place pressure on young people and can make them feel negative about their bodies in three significant ways:

by using thin or muscular models who do not reflect the body shapes of the general public

through digital manipulation to create unrealistic body and beauty ideals by creating a narrow range of clothing sizes.

In an effort to combat these industry trends we have:

participated in government advisory panels to tackle body confidence issues created a Marketplace site that reflects a diverse view of beauty, as sellers are free to choose their own models, styling and imagery and customers are able to post images of themselves wearing the clothes they have bought

run features on diverse and inspirational young women in our ASOS magazine which focus on achievements not looks

brought in experts to train our employees on body image and health issues adopted a Model Welfare policy and guidelines on digital manipulation to protect our models and customers

created clothing ranges and a website that celebrate and promote the diversity of our customers

HOW WE WORK WITH OUR MODELS

We use over 100 models employed through 21 modelling agencies. The models we work with reflect our dominant customer, that is, twenty-somethings who wear size 8-10 (women) and medium (men). Our Curve range is for women's size 18-28, and we use agency 'plus size' models for this range. We have had challenges in finding agencies who supply 'plus size' models above a size 16 but we are beginning to make progress in this area.

OUR MODEL WELFARE POLICY

Our Model Welfare Policy states that we will:

not work with models who are under 16 provide free lunch and snacks to models

closely monitor our models and raise any concerns about their health with their agency

employ models who are a healthy weight and shape.

DIGITAL MANIPULATION

Our internal guidelines on digital retouching dictate that we do not artificially adjust photographs of models to make them look thinner. When we retouch images, it is to ensure that the image looks more like the real product, so usually involves aligning the colour more closely with the real product.

The catwalk videos that we include alongside product descriptions on our website depict the models exactly as they are.

FASHION FOR A WIDE RANGE OF CUSTOMERS

We offer fashion in over 30 different sizes, to suit practically any customer.

our Petite range fits people of 5" 3' or less our Curve range fits people of size 18-30

we recently launched a tall range and wide fit footwear.

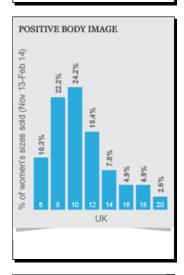
Curve has been successful with strong sales, and has won several awards



ASOS won the Fabulous for Curves award at the Fabulous High Street Fashion Awards



The success of ranges such as ASOS' Curve collection, which saw a 155% lift in sales last year, suggest that larger women are no longer willing to be sidelined by the fashion industry', Rosie Swash, Guardian





Positive body image - ASOS Plo 11/27/2014

> including the Fabulous for Curves at the 2013 Fabulous High Street Fashion Awards and the Best Online Retailer at the British Plus Size Fashion Awards in 2013. Curve was also nominated for the Campaign for Body Image in the Body Confidence Awards 2012.

EMPLOYEE TRAINING

We are raising awareness among our customer care employees about potential health problems related to body image. The eating disorders charity Beat has provided training on body image health to our customer care team leaders. This will help them to respond sensitively to questions we receive from customers about body image and eating disorders, and direct them to appropriate help where required.

ONLINE SUPPORT GROUPS

ASOS joined forces with Beat to fund Online Support Groups, which offer a safe and supportive environment for discussion between those with an eating disorder, or between carers, families and friends. Support Groups were trialled in late 2012, and launched in February 2013 to coincide with EDAW - Eating Disorders Awareness Week. With the support of trained staff and Beat volunteers, online Support Groups offer an addition to the Beat Network face-to-face groups, as well as an alternative for people who may not be geographically close to a physical group. They also provide an anonymous space for people who may not feel comfortable meeting others.

Each group has a volunteer facilitator, who is trained by Beat, and a Beat staff member moderates the discussion as well as signposting users to other sources of help, if appropriate.

Find out how to join a Support Group

THE SHAPE OF FASHION DEBATE

As a finale to London Fashion Week in September 2013. ASOS, in conjunction with Beat, the eating disorders charity, hosted a debate on fashion and body image for 150 participants at our HQ offices in London. During the Q&A event a panel of experts, Carol Spenser, a stylist, Sophie Glover, Head of Technical Services at ASOS, a Beat young ambassador and a fashion model, led by Beat's Chief Executive discussed a range of topics including diversity in the fashion industry, airbrushing of images, the role of the media in promoting body confidence and how to determine if models are a healthy weight.



Sophie Glover, Head of Technical Services, ASOS "make clothes to fit our customer, not the other way round".

Photo credit: Beat. From left to right: The Shape of Fashion Panel: Georgina Wilkin, Ellie Douglas, Carol Spenser, Sophie Glover.

ENGAGING WITH GOVERNMENT

ASOS participated in the UK All Party Parliamentary Group on Body Image (APPG) in early 2012. The group's objective was to uncover ways to promote a healthier body image in the wider community.

The conclusions of the group's final report were critical of the roles of the media, advertising industry and cosmetic surgery. The report also suggested one recommendation for the fashion industry, to set up a roundtable to discuss body image issues. We have since met with the Government Equalities Unit to discuss how we can explore some of these issues further as an industry and as a result ASOS is now taking part in the Equalities Ministers Advisory Group on Body Image.

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ASOS was also awarded the Best Online Retailer at the British Plus Size Fashion Awards 2013.



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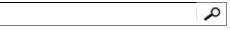
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COMMUNITY

ASOS is a young company. Over 50% of ASOS employees are under 30 and our customers are mostly twenty-somethings. So naturally we're passionate about helping young people achieve their potential. Our community programmes and ASOS Foundation aim to make a positive difference to young people's lives in the communities where we operate.

AT HOME AND ABROAD

We have set up community programmes in the UK, around the four areas where we employ the most people: London, Hemel Hempstead, Barnsley and Birmingham, and support projects overseas in Kenya and India, where some of our suppliers are based. ASOS's community activities in these countries are focused on creating opportunities for young adults to achieve their potential. In some cases this means helping them to overcome some fundamental barriers first, such as homelessness, lack of basic amenities or social exclusion. Our approach to tackling these barriers is unique for each of the projects we support. Find out more about what we are doing in the UK and overseas.

BARRIERS PREVENTING YOUNG PEOPLE FROM REACHING THEIR POTENTIAL:



ASOS FOUNDATION

We raise money for some of our charitable activities through the ASOS Foundation. ASOS Foundation is an independent charitable trust held with the CAF. CAF is a charity under English Law and registered at the Charity Commission (registration number 268369). Before the Foundation achieved charitable status, donations were made through the 'ASOS Foundation' charitable bank account

EMPLOYEES IN THE COMMUNITY

Our community activities also would not happen without our employees, many of whom give money through our workplace giving programme. We also support our employees when it comes to donating their time to the community and to charitable causes, for example with our scheme that encourages them to "give a day away".

2013-2014 PERFORMANCE

106 unemployed people qualified in Level 1 stitching skills at the UK Stitching Academy, of whom 53% are in confirmed employment or further education

Launched Project Pipeline to bring water to 7000 people in rural Kenya Launched the Kenyan Stitching Academy

Improved SOKO's workshop premises and, from Spring 2013, ASOS Foundation began supporting the wider community around SOKO with donations to a technical training college, a secondary school and a disabled craft group

Donated end of life samples to Oxfam raising over £100,000 for the charity 15% colleagues participated in Give a Day Away, ASOS's volunteering

Achieved Platinum Quality Mark for our workplace giving for the second year running

Set up long term volunteering opportunities for ASOS employees at an Udavan Care home in India

Expanded our Prince's Trust 'Get Started' courses to include digital and fashion skills training in London, Barnsley, Hemel Hempstead and Birmingham

Our community programme aims to make a positive difference to young people's lives in the communities where we operate.



ASOS won the Best Compensation and Benefits Scheme at the Payroll World Awards 2013



Community - ASOS Plc 11/27/2014

> Birmingham ASOS office volunteered with the Prince's Trust Team Programme to help young unemployed people build the skills and confidence needed to help them find work.

2014-2015 COMMITMENTS

Target £150,00 of fundraising by April 2015 to establish a second home for Udayan Care in India. The new home will house 12 orphaned or abandoned children.

Launch a second stream of Prince's Trust Get Started with Web Design programmes in Birmingham and London

Set up Prince's Trust Get into Service Desk and Get into Technology programmes with employment opportunities available at ASOS at the end

Train a further 40 tailors at Stitching Academy Kenya and provide follow up support to help graduates into work or new businesses

Open a Fashion Technology Academy in London to extend the range of qualifications, in partnership with Fashion Enter and Haringey Council

Train our personal stylists in disability awareness so we can offer a better service to all our customers

Use the results from the SIZE ASOSbody scanning research to improve the fit of our garments reflecting our customers' true sizing and body

Run a coding and blogging Saturday course for 11-14 years olds with the Camden Roundhouse



KIMATHI, FIELD DIRECTOR, SEED OF HOPE (VISION AFRICA)

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The ASOS Foundation is an independent charitable trust, funded by ASOS and supported by our employees and customers. Its mission is to provide young people with life-changing opportunities, support and inspiration. through long-term partnerships with established charities.

The ASOS Foundation is currently supporting UK based and overseas community activities in Kenya and India. We have formed long-term partnerships with established charities and highly-regarded local organisations to help us deliver essential amenities, as well as education, training and job opportunities to young people. Wherever we help, we hope to create sustainable and long-lasting change.

UK PARTNERSHIPS

LONDON, HEMEL HEMPSTEAD, BARNSLEY: THE PRINCE'S TRUST – GET STARTED WITH FASHION COURSE

ASOS became a patron of The Prince's Trust in March 2010. We worked with the Trust to create 'Get Started with Fashion' (GSWF), a series of courses designed to build confidence and give fashion skills to young people, which we launched in April 2010.

67 young people have now attended GSWF courses in London, Barnsley and Hemel Hempstead learning how to convert vintage or charity shop 'finds' into goods they can sell on ASOS Marketplace. A leading luxury retailer subsequently took on three young people from the 2012 London course. One course participant joined ASOS as a Buyer's Administration Assistant and subsequently won a 2012 Prince's Trust Flying Start Award.

In 2013, 10% of ASOS employees volunteered with The Prince's Trust, either on the GSWF course, by fund raising or by helping young people on the Prince's Trust Team Programme to develop CV and interview skills. We also host networking events for small, local retail or manufacturing businesses that are supported by the Prince's Trust.

AFRICAN PARTNERSHIPS

KENYA: SOKO

Now in its ninth season, ASOS Africa is our Green Room flagship brand. The collection is designed in-house, then cut and manufactured by SOKO, the Kenyan clothing workshop which provides fair and safe employment and training for some of the country's poorest communities.

SOKO has grown from four to 45 employees over the last four years. As part of their contract working for SOKO, employees receive hot meals and refreshments each day, as well as healthcare cover. They also benefit from the facilities at Wildlife Works, where SOKO's new eco-factory is based, including a crèche, kitchen and washing facilities. This is particularly beneficial for the working mothers at SOKO who have few opportunities within their society to earn an income and gain financial stability.

We provide ongoing support to help develop the SOKO brand and the team. We recently sponsored leadership and communications training programmes attended by all SOKO employees. ASOS is also currently developing a pilot training programme for tailors in the community around SOKO, called the Stitching Academy, which is due to be launched in May 2014.

KENYA: PROJECT PIPELINE

Project Pipeline was set up by ASOS in 2012 to provide water, secondary



Get Started with Web Design



Get Started with Fashion



Kenya Stitching Academy opening



Project Pipeline – water catchment



Udayan Care – ASOS Give a Week Away

ASOS Foundation – ASOS Plc 11/27/2014

education and training to improve the lives of over 7000 Kenyans living in the area around SOKO's factory, where our ASOS Africa range is made. SOKO is a Kenyabased clothing producer, which was formed in an effort to bring long-term, self-sustaining employment to workers in some of Africa's poorest communities.

KENYAN STITCHING ACADEMY

In June 2014 as part of Project Pipeline we launched the Kenyan Stitching Academy (KSA), a two month course teaching advanced, export standard tailoring skills. The aim of the KSA is to equip local people with training and skills to enable them to go on and set up their own businesses or take up new jobs with SOKO or other local manufacturers operating within the government run Export Processing Zones (EPZs). KSA will run four courses every year providing ten tailors with a qualification on completion of the programme.

An aftercare programme is currently under development linking graduates to local garment manufacturers, providing them with financial and computer training and the opportunity to loan sewing machines so that graduates can start up their own businesses.





BUNGULE YOUTH POLYTECHNIC

We are also supporting the Bungule Youth Polytechnic to develop their infrastructure. We funded the building of dormitories which means young women in the local community can now attend college. We are in the process of establishing links between the college's tailoring course and the Kenyan Stitching Academy to provide students with opportunities to further develop their skills.

AFRICA: SEED OF HOPE

Seed of Hope Centres, first established by Vision Africa in 2002, exist to equip and empower disadvantaged Kenyan teenagers, by providing them with free training in life, vocational, enterprise and job skills. The aim of the Centres is to nurture vulnerable young people so that they can look forward to a brighter, independent future, free of reliance on charitable aid, abusive relationships and exploitation. Over 1000 students have graduated from Seed of Hope courses since 2004.

ASOS joined forces with Seed of Hope in 2013 to launch Dhamira, a business incubation and resource hub. Every six months Dhamira provides ten new graduates hoping to start their own businesses with support, resources, training and mentoring.

The ASOS Foundation also supported Seed of Hope to recruit a Business Development Manager, who is responsible for raising financial backing for the Centres to ensure their ongoing success, as well as identifying a broad range of opportunities for students and graduates to gain valuable work experience.

INDIAN PARTNERSHIPS









DELHI: UDAYAN CARE

Udayan Care is a charitable trust in India that provides a family-style environment, a good education and career mentoring to abandoned or orphaned children and disadvantaged young women in New Delhi. In 2009, we formed a partnership with Udayan Care to fund homes existing homes for girls and boys, as well as build a brand new Udayan home.

Separately, ASOS employees have also been writing to Udayan children as part of a 'Big Friend-Little Friend' scheme since 2009.

ASOS Foundation – ASOS Plc 11/27/2014

Every year we invite ASOSers to apply to volunteer at one of Udayan's children's homes as part of our Give a Week away programme. In X9 ASOS employees spent a week in a Delhi children's home, refurbishing two of the home's family rooms and running workshops for the children on making and recording music, baking, designing bags and t-shirts and taking part in a sports day. The volunteer team also managed to raise £7000 for the ASOS Foundation.

"My experience of Udayan Care has been truly amazing! From all of the refurbishment work to every single workshop carried out by all volunteers, it got better day by day. I have learnt so much in only 10 days and the entire experience has inspired me to continue working with local communities to really make a difference." Shyam Pattni, ASOS volunteer.

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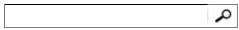
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We want to engage our colleagues in the wider community and give them the support and opportunities to contribute in practical and effective ways - its part of our company ethos. So we have a number of workplace schemes to support those employees who want to give their time or money.

ASOS employees can play a significant role in our community programme by getting involved in any of the following initiatives:

Workplace giving - making regular donations to charity from their pay ASOS Active - sponsoring or taking part in 'ASOS Active' fundraising sporting

Give a Day Away' scheme - donating time and expertise to our community programme partners or their favourite charity or community group.

Give a Week Away scheme - volunteering at an Udayan Care home ASOS Engage - ASOS colleagues organising fundraising events such as bake sales and quiz nights

WORKPLACE GIVING

In 2013 over 14% of ASOS employees donated part of their salary to over 87 different charities through our workplace giving scheme, launched in 2009.

In recognition of our employees' generosity, we received a Platinum Quality Mark Award from the UK government in 2013 for the second year running. Platinum is the highest level and ASOS was one of the first companies to receive this award.

ASOS also participated in the Parliamentary Inquiry on Growing Giving to look at how businesses could play a greater role in encouraging young people to donate more through workplace giving.

GEARED FOR GIVING

We're also supporting Geared for Giving, a national campaign run by the payroll donations experts Workplace Giving. Geared for Giving promotes the benefits of donating to charity directly from salary to employers and employees and within the wider community. We're supporting the Geared for Giving campaign to encourage other large workplaces to set up co-ordinated workplace giving schemes like ours.

Workplace Giving helps companies like ASOS spread the message to our employees that donating part of your salary can be a great way to give to charity.

ASOS ACTIVE

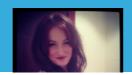
ASOS Active is a group of colleagues who do sporting events for charity, such as the London to Brighton cycle ride and local half-marathons. The group, which was set up in 2011 has raised around £10,000 each year for the ASOS Foundation.

GIVE A DAY AWAY

One of our more recent schemes, 'Give a Day Away', encourages everyone at ASOS to take one day each year out of the office, fully paid, to give time to a charity or voluntary project of their choice or to one of the organised charity events championed by ASOS.

GIVE A WEEK AWAY

Every year we give 8 employees the opportunity to volunteer at one of Udayan Care's Indian children's homes. Volunteers are chosen by the strength of their written applications, which must demonstrate an understanding of and commitment to the aims of Udayan Care and the ASOS Foundation.



INTERVIEW WITH HELEN PLANT, 'GIVE A DAY AWAY' PARTICIPANT

'We facilitated a workshop for a group of about ten 16- to 19-year-olds to



We worked with Workplace Giving on our own successful campaign to get more employees donating.



Give a Day Away



To raise funds for the ASOS Foundation through a fundraising activity, register your event at uk.virginmoneygiving.com/ giving/ (just type 'ASOS Foundation' into the search box).

Employees in the community – ASOS Plc 11/27/2014





INTERVIEW WITH JO WIGGINS,

"It's nice to be supported by your company to go and help out a school

Jo spent her 'Give a Day Away' day helping out at Kids Co, a charity that supports wilnerable inner city children. She visited the London Aquarium with an excited year 4 class from a UK middle school.

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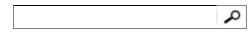
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COMMUNITY PROGRAMMES

Our UK community programmes are based around ASOS' London offices, and our warehouse, or global fulfilment centre, in Barnsley, UK. Our aim is to provide opportunities to inspire, support and train local young people and to remove the barriers that stop them from reaching their potential. We also contribute to community sport, arts and charities, and regularly involve employees in fundraising activities.

LONDON: APPRENTICESHIPS

ASOS became one of the first companies in London to sign up to the Government's pilot apprenticeship programme. In partnership with social enterprise Fashion Enter Ltd and the College of Haringey, Enfield and North East London we developed an 18 month advanced Apprenticeship in Apparel.

Since March 2011, four young people have participated in the programme, learning hands on technical skills at Fashion Enter's garment factory, as well as working in the Technical Service Department at HQ, alongside garment technologists, buyers, suppliers, and designers. So far one apprentice has been offered a permanent role at ASOS.

"Apprenticeships provide a fantastic opportunity to transfer essential technical skills to young people, as well as helping ASOS and the UK garment manufacturing industry to build a more competitive workforce." Sophie Glover, Head of Technical Services, ASOS

To apply for an apprenticeship with ASOS please follow this link: https://asoscareers.asos.com/

QUOTE FROM KHADRA OSMAN, STITCHING ACADEMY GRADUATE

"I'm really grateful I was able to get involved with the Stitching Academy during the summer. I was able to gain experience in a factory environment which I had previously not been able to do. My time spent at the Stitching Academy has opened so many new doors for me. I have been given the opportunity to start an apprenticeship with a major high street retailer which will allow me to get vital in house experience that I probably would not have been able to get at university.'

LONDON: STITCHING ACADEMY

In July 2013 ASOS launched the Stitching Academy, in partnership with social enterprise Fashion Enter Ltd. The Academy supports the National Apprenticeship in Fashion and Textiles Apparel scheme and offers 6-week pre-apprenticeship training to 120 young people at The Factory in Haringey London. Successful graduates will gain a Level 1 qualification in "Stitching Skills".

To date 106 participants have completed the internship, of which 69% were under 25 and unemployed. Following the course 50% are now employed and 37% are either in higher education or studying on another course.

ASOS Foundation supplies all technical equipment and machinery and matches contributions from Haringey Council for teaching costs, as part of our commitment to transform young lives through fashion and support the retention of declining industry skills in the UK.

Find out more about our sister Stitching Academy in Kenya on ASOS Foundation.

LONDON: CAMDEN ROUNDHOUSE

In Camden, north London, the home of ASOS' headquarters, we have been working with local partners on community projects for the past four years, including Camden's famous Roundhouse venue which helps young people to discover career opportunities in music production, the arts and media. Throughout 2013 ASOS has been supporting the Roundhouse weekly music technology drop-in sessions, which are open to all young people aged 14 to 25 to help them develop industry skills, as well as the Call to Create initiative to help develop young people's talent and creativity.

"ASOS is supporting partners of the Roundhouse's project Call to Create which ...



ASOS supports the Roundhouse music technology drop in sessions for young people in Camden.

Photo credit: Peter Schiazza



More information on the Stitching Academy for more information, including how to apply

"ASOS is proudly committed to supporting British manufacturing in our industry by providing skills and job opportunities to help young, talented people to reach their potential." Nick Robertson, ASOS Chief Executive

<u>Community programmes – ASOS Plc</u> 11/27/2014

will generate an international exchange platform to bring people together from different backgrounds and at the same time develop opportunities for young people to explore and express creativity. By doing this we will be able to celebrate the outstanding contribution young people can make to society and in doing so counter-act the too prevalent negative images of young people." Francesca Hayward, Roundhouse

BARNSLEY:

ASOS is proud to be the largest private employer in Barnsley, south Yorkshire where our global fulfilment centre is located (we call it 'the largest wardrobe in the world').

In 2010, we began a community investment programme in Barnsley, supporting local initiatives by young people in the arts, music, fashion, education and sport. Organisations we support include:

Barnsley Civic: sponsoring contemporary art exhibitions, local crafts and incentive schemes for young volunteers

Barnsley College: sponsoring a competition for fashion students and the 2012 Barnsley College Excellence Awards which celebrates the achievements of the school's students and staff.

Grimethorpe Recreation Ground: funding equipment, a children's summer soccer school and tournaments to give local people access to better sporting and recreation facilities

Passport to Leisure: sponsoring a scheme to give discounted access to sport and leisure facilities to local residents

Friends in Fashion: Unipart Logistics, which runs the Barnsley fulfilment centre for us, set up the committee 'Friends in Fashion' to co-ordinate employees' charitable activities, with our help. We donate £2,000 a year to local charities chosen by the group, and provide prizes and funding to support its initiatives

BIRMINGHAM:

ASOS Birmingham office opened in August 2013. As part of our long standing relationship with the Prince's Trust our Technology team volunteered six days of their time to run project planning, CV and interview workshops for 12 young people participating in an intensive 12 week course. The course is designed to boost their skills and confidence to help them find employment or to go on to further education





INTERVIEW WITH SARAH SAPPOU, GSWF AND STITCHING ACADEMY PARTICIPANT

What made you sign up to get started with fashion?

I was unemployed and was not in education. I knew I wanted to get into fashion but wasn't sure how to go about it. When I found out about the programme "Get Started with Fashion" I knew it was a good starting point.

Read More

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PERFORMANCE AND COMMITMENTS

We call our corporate responsibility (CR) programme 'Fashion with Integrity'. For ASOS, Fashion with Integrity means managing all aspects of our brand transparently so that our customers can enjoy their fashion in the knowledge that they are not harming people, animals or the environment.

This, our second CR report, summarises our achievements in the 2013-14 financial year, in each of the four pillars in our responsibility framework, and sets out how we plan to bolster our programme for the future. Find out more about our report.

FASHION WITH INTEGRITY

The following diagram explains our corporate responsibility framework.





See our corporate responsibility timeline, showing the origins and development of our framework and strategy - Fashion with Integrity.

We'd like to know what you think of our performance so far in corporate responsibility – please email us at cr@asos.com.



Download our 2013-14 Corporate Responsibility Performance Factsheet

2013-14 ACHIEVEMENTS

FASHION WITH INTEGRITY

Published our first two Communication on Progress (COP) under our obligations as a signatory to the UN Global Compact

Attended our first UNGC local networking meeting to discuss how businesses can better promote human rights.

Developed the corporate responsibility section of the company intranet to improve communication with our expanding global workforce

Established the CR Leadership Group to cover the full range of range of corporate responsibility issues affecting the business, such as animal welfare and environment, alongside labour conditions

Developed Retail Brilliance, a training academy for buyers and merchandisers, which includes modules on corporate responsibility

Launched Doing the Right Thing, ASOS' new Code of Integrity, which has now been embedded across the ASOS Group

Identified and are now implementing enhanced processes and controls to ensure the Code of Integrity is being applied on the ground Performance and commitments – ASOS Plc 11/27/2014

ETHICAL TRADE



Launched our new Ethical Trade programme

Visited 337 manufacturer sites to monitor working conditions and to support them in meeting our standards

Developed an ethical purchasing practices module for our new Retail Brilliance Course for buyers and merchandisers

Set up four projects aimed at improving workers' welfare

SUSTAINABLE FASHION



Set up a sourcing team and established a Fabric Manager post who, as part of their remit, help our buying and design teams to source materials and products more sustainably

In conjunction with Sustainable Clothing Action Plan (SCAP) we measured the water use, carbon emissions and waste of ASOS own-label products manufactured in the UK

Used the SCAP footprint tool to enable the sourcing, buying and design teams to measure the environmental impacts of the materials in our products and replace them with more sustainable alternatives

Defined a sustainable cotton strategy for own label products. Cotton was identified during our lifecycle analysis work as being one of the most natural resource intensive materials we use

'Sustainable Signpost' icons have gone live across The Green Room and ASOS.com to highlight important features of our sustainable products and brands

Continued to expand our sustainable materials library so that our creative teams have even more choice when designing new product ranges

Developed a product sustainability module for ASOS' new Retail Brilliance Course for buyers and merchandisers

Trained 109 buyers and merchandisers on our Product Sustainability Programme. SCAP also trained individuals from buying, design, press and marketing on lifecycle analysis

Invested in new manufacturing machinery at SOKO, the Kenyan community-based clothing manufacturer who produces our ASOS Africa range.

Revised our Animal Welfare Policy and Guidelines again in 2014 to reflect developments in animal welfare best practice

SUSTAINABLE BUSINESS



Environment

Built two new Eurohub warehouses in Poland and Germany to cut down on stock and vehicle movements across Europe

Extended our Barnsley warehouse by over 25% reducing the number of miles our vehicles travel by 200,000 per year, saving 250 tonnes of carbon

Customers

Hosted an industry debate on fashion and body image at our London HQ in September 2013

Started working with anti-bullying charity, The Diana Award, recognising that online activities are having a huge impact in this area

Between January 13 and January 2014 we answered 4.7m emails and 700,129 social media queries from our customers

Our profit protection team identified an estimated £10.5 million of fraudulent transactions that could otherwise have resulted in fraudulent use of a customer's credit care and lost stock for ASOS

People

Launched 'Do the Right Thing', our new Code of Integrity, which encourages everyone associated with ASOS to act with integrity and behave ethically in everything they do

COMMUNITY



2014/15 COMMITMENTS

FASHION WITH INTEGRITY



Roll out our new Fashion with Integrity strategic framework

Raise internal awareness and provide training to design and communication teams on how to be mindful of customer diversity and cultural sensitivities

Revise our "Do the Right Thing" employee e-learning course

Implement more detailed reporting on gifts and hospitality received, and

Performance and commitments – ASOS Pic 11/27/2014

given, by ASOS employees

Enhance our business integrity due diligence process for key third party suppliers and service providers in selected countries and industries

ETHICAL TRADE

Explore ways to improve worker management dialogue in factories Continue to work with suppliers to improve H&S standards

Implement worker wage improvement initiatives

Regularly review and improve ASOS' purchasing practices

Improve buyer understanding of the impact of purchasing practices

Increase the support provided to suppliers to help them advance their ethical trade programmes $% \left(1\right) =\left(1\right) \left(1\right) +\left(1\right) \left(1\right) \left(1\right) +\left(1\right) \left(1\right$

SUSTAINABLE FASHION



Expand the range of products in The Green Room to include womenswear Outlet, Marketplace and beauty, as well as menswear Own label, Brands and Outlet

Increase customer engagement by redesigning The Green Room website to promote the stories behind the featured ethical and eco conscious brands

Work with womenswear and menswear own label departments to increase the use of sustainably sourced materials in their ranges

Continue to work with SCAP to find ways to reduce our water, waste and carbon footprint within our supply chains

Deliver sewing and technical training to the local community where SOKO, our ASOS Africa manufacturer is based, so that we can build SOKO's capacity and extend the ASOS Africa range.

Invest in SOKO management development and supervisor training

SUSTAINABLE BUSINESS



Environment

Join the Better Cotton Initiative programme to improve the sustainability of our cotton sourcing

Review the feasibility of achieving ISO14001 certification at our offices Identify future talent internally and provide focused development using our newly designed talent framework

Revise our current global rewards and benefits package to make it as creative and award-winning as our UK offering

Continue to adapt our fraud platform to ensure that our anti-fraud processes do not negatively impact on our genuine customers

Customer

Continue to adapt our fraud platform to ensure that our anti-fraud processes do not negatively impact on our genuine customers.

People

Identify future talent internally and provide focused development using our newly designed talent framework

Evaluate our progress against agreed people action plans and implement actions required to help the business achieve its people objectives

Identify future skill requirements, undertake planning to attract and select relevant talent and build a pipeline of great people for future roles

Revise our current global rewards and benefits package to make it as creative and award-winning as our UK offering.

COMMUNITY



Target £150,00 of fundraising by April 2015 to establish a second home for Udayan Care in India. The new home will house 12 orphaned or abandoned children

Launch a second stream of Prince's Trust Get Started with Web Design programmes in Birmingham and London

Set up Prince's Trust Get into Service Desk and Get into Technology programmes with employment opportunities available at ASOS at the end of the month course

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Set up Prince's Trust Get into Service Desk and Get into Technology programmes with employment opportunities available at ASOS at the end of

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the month course

Double the capacity of Kula Kila water catchment

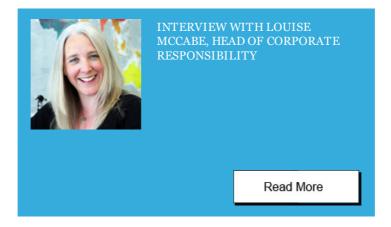
Train a further 40 tailors at Stitching Academy Kenya and provide follow up support to help graduates into work or new businesses

Open a Fashion Technology Academy in London to extend the range of qualifications, in partnership with Fashion Enter and Haringey Council

Train our personal stylists in disability awareness so we can offer a better service to all our customers

Use the results from the SIZE ASOSbody scanning research to improve the fit of our garments reflecting our customers' true sizing and body shape.

Run a coding and blogging Saturday course for 11-14 years olds with the Camden Roundhous



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ABOUT OUR REPORT

The corporate responsibility section of our website serves as our second 'Fashion with Integrity' corporate responsibility report. It was published in October 2014.

THE REPORTING PERIOD

The data and progress against commitments in this report covers the period between September 2012 to 31 January 2014, with the exception of the carbon footprint data which has been independently verified for the period between 1 September 2012 and 30th August 2013.

Strategies, policies and programmes are up to date as of October 2014 when this report was last updated.

Our next performance update will be in October 2015, following the end of our financial year on 31st August 2015.

USING THIS REPORT

We do not produce a printed report or a downloadable document that has specifically been designed to be printed, however, you can download a PDF of last year's corporate responsibility website.

KEEPING YOU UP TO DATE

We are keen to make our corporate responsibility communications dynamic, interactive, current, and, of course, sustainable. We will report our performance and commitments annually, but will try to keep our programme activity as up to date as possible, providing you with more frequent information on new initiatives, case studies and interviews. We also aim to publish feedback received from stakeholders about our corporate responsibility programme.

Let us know what you think about our Fashion with Integrity framework and strategy.

cr@asos.com

Find out what's new in the world of sustainable and eco fashion



Download our 2013-14 Corporate Responsibility Performance Factsheet

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