

14 October 2011

**ASOS plc**  
**Global Online Fashion Store**  
**Trading Statement for the 3 months ended 30 September 2011**

£'000s	Q2	Q2	Increase	H1	H1	Increase
	2011/12	2010/11		2011/12	2010/11	
Retail sales	106,655	69,697	53%	210,872	131,409	60%
- UK sales	44,069	43,680	1%	88,686	82,438	8%
- Total International sales	62,586	26,017	141%	122,186	48,971	150%
- US sales	8,407	3,752	124%	15,468	6,564	136%
- EU sales	22,963	13,880	65%	48,450	28,056	73%
- ROW sales	31,216	8,385	272%	58,268	14,351	306%
Group revenues*	109,979	73,849	49%	217,258	139,656	56%

\* Includes retail sales, postage and packaging (P&P) income and 3<sup>rd</sup> party revenues

### Q2 Highlights

- Retail sales + 53%\*\*year on year (UK +1%, International +141%)
- International sales mix 59%
- 3 new international websites launched - Australia, Spain and Italy

\*\*Underlying retail sales +61% excluding the impact of a non comparable main summer sale, consequently retail margin significantly ahead over the period.

### H1 Highlights

- Retail sales + 60% year on year (UK +8%, International +150%)
- International sales mix 58%
- Retail margin c.+170bps

### Nick Robertson, CEO, commented:

"I am pleased to report a strong first half performance. Our retail sales grew 60% over the comparable period, with our International business more than compensating for the economic challenges facing our UK customer base.

During the period we launched three more country specific sites in Australia, Italy and Spain taking the total number of ASOS sites to 7 (including the UK).

With costs and stock tightly managed and retail margin ahead of prior year, we are confident of achieving results in line with market expectations."

### For further information:

#### ASOS plc

Nick Robertson, Chief Executive

Nick Beighton, Finance Director

#### College Hill

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#### JPMorgan Cazenove

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#### Numis Securities

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## Background note

ASOS is a global online fashion and beauty retailer and offers over 50,000 branded and own label product lines across womenswear, menswear, footwear, accessories, jewellery and beauty with approximately 1,500 new product lines being introduced each week.

Aimed at fashion forward 16-34 year olds globally, ASOS attracts 13.6 million unique visitors a month and as at 30 September 2011 had 6.3 million registered users and 3.7 million active customers from 160 countries (defined as having shopped in the last 12 months).

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

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

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

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

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

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

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

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

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

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

## Appendix

### Split of Retail Sales by Quarter for the Year to Date 2011/2012

£'000s	Q1 YOY%		Q2 YOY%		Q3 YOY%		Q4 YOY%		2011/12 YOY%	
UK sales	44,617	15%	44,069	1%					88,686	8%
International sales	59,600	160%	62,586	141%					122,186	150%
- US sales	7,061	151%	8,407	124%					15,468	136%
- EU sales	25,487	80%	22,963	65%					48,450	73%
- ROW sales	27,052	353%	31,216	272%					58,268	306%
<b>Total retail sales</b>	<b>104,217</b>	<b>69%</b>	<b>106,655</b>	<b>53%</b>					<b>210,872</b>	<b>60%</b>

### Split of Retail Sales by Quarter for the Year 2010/2011

£'000s	Q1 YOY%		Q2 YOY%		Q3 YOY%		Q4 YOY%		2010/11 YOY%	
UK sales	38,758	32%	43,680	21%	56,320	23%	45,314	25%	184,072	25%
International sales	22,954	111%	26,017	128%	43,719	156%	47,338	155%	140,028	142%
- US sales	2,812	199%	3,752	293%	5,297	267%	6,781	209%	18,642	235%
- EU sales	14,176	70%	13,880	71%	24,460	102%	20,869	73%	73,385	86%
- ROW sales	5,966	266%	8,385	259%	13,962	300%	19,688	359%	48,001	275%
<b>Total retail sales</b>	<b>61,712</b>	<b>54%</b>	<b>69,697</b>	<b>47%</b>	<b>100,039</b>	<b>59%</b>	<b>92,652</b>	<b>69%</b>	<b>324,100</b>	<b>58%</b>