

19 September 2012

**ASOS plc (“the Company”)**  
**Global Online Fashion Store**  
**Trading Statement for the 3 months ended 31 August 2012**

| £'000s                           | 3 months to 31 August |                |            | Year to 31 August |                |            |
|----------------------------------|-----------------------|----------------|------------|-------------------|----------------|------------|
|                                  | 2011/12               | 2010/11        | Increase   | 2011/12           | 2010/11        | Increase   |
| UK retail sales                  | 49,854                | 43,421         | 15%        | 205,258           | 186,748        | 10%        |
| <i>US retail sales</i>           | <i>13,097</i>         | <i>7,919</i>   | <i>65%</i> | <i>49,585</i>     | <i>25,950</i>  | <i>91%</i> |
| <i>EU retail sales</i>           | <i>30,678</i>         | <i>25,110</i>  | <i>22%</i> | <i>117,748</i>    | <i>91,047</i>  | <i>29%</i> |
| <i>ROW retail sales</i>          | <i>47,413</i>         | <i>31,021</i>  | <i>53%</i> | <i>165,296</i>    | <i>85,349</i>  | <i>94%</i> |
| Total International retail sales | 91,188                | 64,050         | 42%        | 332,629           | 202,346        | 64%        |
| <b>Total retail sales</b>        | <b>141,042</b>        | <b>107,471</b> | <b>31%</b> | <b>537,887</b>    | <b>389,094</b> | <b>38%</b> |
|                                  |                       |                |            |                   |                |            |
| <b>Total group revenues*</b>     | <b>145,168</b>        | <b>110,694</b> | <b>31%</b> | <b>552,854</b>    | <b>403,008</b> | <b>37%</b> |

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

#### Q4 Highlights

- Retail sales +31% year on year (UK +15%, International +42%)
- International sales 65% of total (60% last year)
- Retail gross margin up 70bps on prior year
- 5 million active customers\* at 31 August 2012 (+35% year on year)

#### Nick Robertson, CEO, commented:

“I am pleased to report that trading for the three months to 31 August 2012 has been strong, with total retail sales up 31% to £141m. Retail sales for the year to 31 August 2012 increased 38% to £538m.

Our UK performance was encouraging at +15%, and our International business grew by +42%. International equated to 65% of our sales over the period up from 60% last year. Our sales performance in those markets where we have a website continue to outperform. Despite investing in our pricing, I’m pleased to say that our retail gross margin improved by 70bps over the period.

Profit for the five months ended 31 August 2012 and pro forma full year, are expected to be in line with expectations, and we approach our new financial year with continued confidence.”

\*Defined as having shopped in the last 12 months

***For further information:***

**ASOS plc**

Nick Robertson, Chief Executive  
Nick Beighton, Finance Director  
Greg Feehely, Head of Investor Relations

**Tel: 020 7756 1017**

**College Hill**

Matthew Smallwood / Justine Warren / Jamie Ramsay

**Tel: 020 7457 2020**

**JPMorgan Cazenove**

Luke Bordewich / Gina Gibson

**Tel: 020 7742 4000**

**Numis Securities**

Alex Ham

**Tel: 020 7260 1000**

**Background note**

ASOS is a global online fashion and beauty retailer and offers on the ASOS.com website 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 twenty-somethings globally, ASOS attracts 18.8 million unique visitors a month (Q4 2011 11.1 million) and as at 31 August 2012 had 9.2 million registered users (31 August 2011: 6.4 million) and 5.0 million active customers\* (31 August 2011: 3.7 million) 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 1

### Pro forma split of retail sales by quarter for the year ending 31 August 2012

| <b>£'000s</b>              | <b>Q1 YOY%</b> |            | <b>Q2 YOY%</b> |            | <b>Q3 YOY%</b> |            | <b>Q4 YOY%</b> |            | <b>YTD<br/>2011/12 YOY%</b> |
|----------------------------|----------------|------------|----------------|------------|----------------|------------|----------------|------------|-----------------------------|
| UK retail sales            | 49,942         | 5%         | 59,025         | 12%        | 46,437         | 8%         | 49,854         | 15%        | 205,258 10%                 |
| <i>US retail sales</i>     | 12,144         | 190%       | 10,993         | 73%        | 13,351         | 78%        | 13,097         | 65%        | 49,585 91%                  |
| <i>EU retail sales</i>     | 28,911         | 55%        | 27,935         | 18%        | 30,224         | 27%        | 30,678         | 22%        | 117,748 29%                 |
| <i>ROW retail sales</i>    | 36,123         | 233%       | 37,848         | 113%       | 43,912         | 71%        | 47,413         | 53%        | 165,296 94%                 |
| International retail sales | 77,178         | 129%       | 76,776         | 61%        | 87,487         | 54%        | 91,188         | 42%        | 332,629 64%                 |
| <b>Total retail sales</b>  | <b>127,120</b> | <b>57%</b> | <b>135,801</b> | <b>35%</b> | <b>133,924</b> | <b>34%</b> | <b>141,042</b> | <b>31%</b> | <b>537,887 38%</b>          |

### Pro forma split of retail sales by quarter for the year ending 31 August 2011

| <b>£'000s</b>             | <b>Q1 YOY%</b> |            | <b>Q2 YOY%</b> |            | <b>Q3 YOY%</b> |            | <b>Q4 YOY%</b> |            | <b>2010/11 YOY%</b> |
|---------------------------|----------------|------------|----------------|------------|----------------|------------|----------------|------------|---------------------|
| UK sales                  | 47,383         | 23%        | 52,857         | 20%        | 43,087         | 20%        | 43,421         | 1%         | 186,748 16%         |
| International sales       | 33,680         | 128%       | 47,719         | 161%       | 56,897         | 154%       | 64,050         | 153%       | 202,346 151%        |
| - <i>US sales</i>         | 4,186          | 254%       | 6,365          | 227%       | 7,480          | 176%       | 7,919          | 144%       | 25,950 186%         |
| - <i>EU sales</i>         | 18,647         | 79%        | 23,576         | 105%       | 23,714         | 68%        | 25,110         | 77%        | 91,047 81%          |
| - <i>ROW sales</i>        | 10,847         | 241%       | 17,778         | 265%       | 25,703         | 363%       | 31,021         | 295%       | 85,349 298%         |
| <b>Total retail sales</b> | <b>81,063</b>  | <b>53%</b> | <b>100,576</b> | <b>62%</b> | <b>99,984</b>  | <b>71%</b> | <b>107,471</b> | <b>58%</b> | <b>389,094 61%</b>  |