

26 April 2012

ASOS plc
Global Online Fashion Store
Trading Statement for the 3 months ended 31 March 2012

£'000s	Q4			Full year		
	2011/12	2010/11	Increase	2011/12	2010/11	Increase
Retail sales	124,163	92,652	34%	481,562	324,100	49%
- UK sales	47,118	45,314	4%	197,859	184,072	7%
- Total International sales	77,045	47,338	63%	283,703	140,028	103%
- US sales	11,451	6,781	69%	39,959	18,642	114%
- EU sales	26,073	20,869	25%	106,993	73,385	46%
- ROW sales	39,521	19,688	101%	136,751	48,001	185%
Group revenues*	127,144	95,904	33%	494,957	339,691	46%

* Includes retail sales, postage and packaging (P&P) income and 3rd party revenues

Q4 Highlights

- Retail sales + 34% year on year (UK +4%, International +63%)
- Against particularly strong year on year comparatives – Q4 2010/11 +69%
- International sales 62% of total; UK sales 38% of total
- Retail gross margin significantly ahead year on year

Full year highlights

- Retail sales + 49% year on year (UK +7%, International +103%)
- International sales 59% of total; UK sales 41% of total
- Profit before tax and exceptional items expected to be in line with expectations
- Tight stock management and strong cash balance
- New websites launched in Italy, Spain and Australia
- Warehouse transition completed and delivering significant efficiency gains

Nick Robertson, CEO, commented:

"I am pleased to report a strong fourth quarter performance for both our UK and International businesses, particularly as we annualised against the introduction of Global Free Shipping last year. We ended the quarter with International sales representing 62% of the total up from 51% last year.

Profit before tax and exceptional items for the full year to 31 March 2012 is expected to be in line with expectations.

We remain committed to our global expansion plans and approach the new financial year with confidence."

For further information:

ASOS plc

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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 17.5 million unique visitors a month and as at 31 March 2012 had 8.0 million registered users and 4.4 million active customers from 160 countries (defined as having shopped in the last 12 months).

www.asos.com

www.us.asos.com

www.asos.de

www.asos.fr

www.asos.com/au

www.asos.it

www.asos.es

m.asos.com

marketplace.asos.com

fashionfinder.asos.com

Appendix

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

£'000s	Q1 YOY%		Q2 YOY%		Q3 YOY%		Q4 YOY%		2011/12 YOY%
UK sales	44,617	15%	44,069	1%	62,055	10%	47,118	4%	197,859 7%
International sales	59,600	160%	62,586	141%	84,472	93%	77,045	63%	283,703 103%
- <i>US sales</i>	7,061	151%	8,407	124%	13,040	146%	11,451	69%	39,959 114%
- <i>EU sales</i>	25,487	80%	22,963	65%	32,470	33%	26,073	25%	106,993 46%
- <i>ROW sales</i>	27,052	353%	31,216	272%	38,962	179%	39,521	101%	136,751 185%
Total retail sales	104,217	69%	106,655	53%	146,527	46%	124,163	34%	481,562 49%

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%
- <i>US sales</i>	2,812	199%	3,752	293%	5,297	267%	6,781	209%	18,642 235%
- <i>EU sales</i>	14,176	70%	13,880	71%	24,460	102%	20,869	73%	73,385 86%
- <i>ROW sales</i>	5,966	266%	8,385	259%	13,962	300%	19,688	359%	48,001 275%
Total retail sales	61,712	54%	69,697	47%	100,039	59%	92,652	69%	324,100 58%