

17 January 2013

ASOS plc
Global Online Fashion Store
Trading Statement for the month ended 31 December 2012

£'000s	December 2012	December 2011	Increase
UK retail sales	35,660	26,639	34%
<i>US retail sales</i>	<i>6,232</i>	<i>4,065</i>	<i>53%</i>
<i>EU retail sales</i>	<i>18,443</i>	<i>11,207</i>	<i>65%</i>
<i>ROW retail sales</i>	<i>17,726</i>	<i>13,531</i>	<i>31%</i>
Total International retail sales	42,401	28,803	47%
Total retail sales	78,061	55,442	41%
Total group revenues*	79,788	57,076	40%

* Includes retail sales, delivery receipts and third party revenues

Period Highlights

- Retail sales +41% year on year (UK +34%, International +47%)
- International sales 54% of total (52% last year)
- Retail gross margin down 29bps on prior year (December 2011 +230bps)
- 2 million orders despatched (+40% year on year)
- 5.6 million active customers* at 31 December 2012 (+40% year on year)

Nick Robertson, CEO, commented:

"I am pleased to report very strong trading during December with retail sales up 41% to £78m.

Our UK performance was particularly strong at +34%, which continues to be driven by better conversion of traffic alongside continued investment in both our proposition and pricing. Our International business grew by a healthy +47%.

We remain positive in our outlook for 2012/13 as we continue our journey to becoming the number one online fashion destination for twenty-somethings, globally."

*Defined as having shopped in the last 12 months

For further information:

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Background note

ASOS is a global online fashion and beauty retailer and offers over 60,000 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 23.7 million unique visitors a month (December 2011 18.5 million) and as at 31 December 2012 had 10.5 million registered users (31 December 2011: 7.0 million) and 5.6 million active customers* (31 December 2011: 4.0 million) from 160 countries.

*Defined as having shopped in the last 12 months

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fashionfinder.asos.com