

25 October 2012



ASOS plc
Global Online Fashion Store
Unaudited pro forma results for the year ended 31 August 2012

On 26 April 2012, ASOS plc announced that it had changed its accounting reference date from 31 March to 31 August. This announcement contains unaudited pro forma consolidated financial information for the Company for the years to 31 August 2012 and 31 August 2011.

Unaudited summary results table

£'000	Year to 31 August 2012	Year to 31 August 2011	Change
Group revenues ¹	552,854	403,008	37%
Retail sales	537,887	389,094	38%
<i>UK retail sales</i>	205,258	186,748	10%
<i>International retail sales</i>	332,629	202,346	64%
Gross profit	282,857	197,622	43%
<i>Retail gross margin</i>	49.8%	47.2%	260bps
<i>Gross margin</i>	51.2%	49.0%	220bps
Profit before tax and exceptional items	44,473	31,696	40%
Profit before tax	40,010	12,631	217%
Diluted underlying earnings per share ²	39.6	27.9	42%
Diluted earnings per share ³	35.6	10.9	227%
Net funds ⁴	27,884	4,183	567%

¹ Includes retail sales, delivery receipts and third party revenues

² Underlying earnings per share has been calculated using profit after tax but before exceptional items

³ Earnings per share has been calculated using profit after tax including exceptional items of £4.5m (2011: £19.1m)

⁴ Cash and cash equivalents less bank borrowings

Split of pro forma group revenues by quarter

a) Year ended 31 August 2012

£'000s	Q1 YOY%		Q2 YOY%		Q3 YOY%		Q4 YOY%		YTD 2011/12 YOY%
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%
Total retail sales	127,120	57%	135,801	35%	133,924	34%	141,042	31%	537,887 38%
Group revenues	130,692	53%	139,234	34%	137,760	34%	145,168	31%	552,854 37%

b) Year ended 31 August 2011

£'000s	Q1 YOY%		Q2 YOY%		Q3 YOY%		Q4 YOY%		YTD 2010/11 YOY%
UK retail sales	47,383	23%	52,857	20%	43,087	20%	43,421	1%	186,748 16%
<i>US retail sales</i>	4,186	254%	6,365	227%	7,480	176%	7,919	144%	25,950 186%
<i>EU retail sales</i>	18,647	79%	23,576	105%	23,714	68%	25,110	77%	91,047 81%
<i>ROW retail sales</i>	10,847	241%	17,778	265%	25,703	363%	31,021	295%	85,349 298%
International retail sales	33,680	128%	47,719	161%	56,897	154%	64,050	153%	202,346 151%
Total retail sales	81,063	53%	100,576	62%	99,984	71%	107,471	58%	389,094 61%
Group revenues	85,151	49%	104,201	56%	102,960	65%	110,696	52%	403,008 56%

Unaudited pro forma Consolidated Statement of Comprehensive Income

	Year to 31 August 2012			Year to 31 August 2011		
	Before exceptional items	Exceptional items	Total	Before exceptional items	Exceptional items	Total
	£'000	£'000	£'000	£'000	£'000	£'000
Revenue	552,854	-	552,854	403,008	-	403,008
Cost of sales	(269,997)	-	(269,997)	(205,386)	-	(205,386)
Gross profit	282,857	-	282,857	197,622	-	197,622
Distribution expenses	(79,076)	-	(79,076)	(48,107)	(2,258)	(50,365)
Administrative expenses	(158,199)	(4,463)	(162,662)	(117,446)	(16,807)	(134,253)
Operating profit	45,582	(4,463)	41,119	32,069	(19,065)	13,004
Share of post tax losses of joint venture	-	-	-	47	-	47
Finance income	-	-	-	12	-	12
Finance expense	(1,109)	-	(1,109)	(432)	-	(432)
Profit before tax	44,473	(4,463)	40,010	31,696	(19,065)	12,631
Income tax (expense)/credit	(11,576)	1,103	(10,473)	(9,204)	5,338	(3,866)
Profit for the period and total comprehensive income attributable to owners of the parent	32,897	(3,360)	29,537	22,492	(13,727)	8,765
Earnings per share¹						
Basic			38.1			11.7
Diluted			35.6			10.9
Underlying earnings per share²						
Basic	42.5			30.0		
Diluted	39.6			27.9		

¹ Earnings per share is calculated in accordance with IAS 33 'Earnings per share' and includes exceptional items

² Underlying earnings per share excludes exceptional items

Unaudited pro forma Segmental Analysis

	Year to 31 August 2012				
	UK	USA	EU	RoW	Total
	£'000	£'000	£'000	£'000	£'000
Retail sales	205,258	49,585	117,748	165,296	537,887
Delivery receipts	7,119	1,047	1,610	1,832	11,608
Third party revenues	3,288	13	29	29	3,359
Total revenue	215,665	50,645	119,387	167,157	552,854
Cost of sales	(113,042)	(19,960)	(59,926)	(77,069)	(269,997)
Gross profit	102,623	30,685	59,461	90,088	282,857
Distribution costs	(19,531)	(14,729)	(18,666)	(26,150)	(79,076)
Segment result	83,092	15,956	40,795	63,938	203,781
Administrative expenses before exceptional items					(158,199)
Operating profit before exceptional items					45,582
Exceptional items					(4,463)
Finance expense					(1,109)
Profit before tax					40,010

	Year to 31 August 2011				
	UK	USA	EU	RoW	Total
	£'000	£'000	£'000	£'000	£'000
Retail sales	186,748	25,950	91,047	85,349	389,094
Delivery receipts	7,277	596	2,089	1,895	11,857
Third party revenues	2,057	-	-	-	2,057
Total revenue	196,082	26,546	93,136	87,244	403,008
Cost of sales	(104,610)	(11,567)	(46,930)	(42,279)	(205,386)
Gross profit	91,472	14,979	46,206	44,965	197,622
Distribution costs before exceptional items	(16,360)	(7,372)	(11,233)	(13,142)	(48,107)
Segment result					149,515
Administrative expenses before exceptional items					(117,446)
Operating profit before exceptional items					32,069
Exceptional items					(19,065)
Share of post tax losses of joint venture					47
Finance income					12
Finance expense					(432)
Profit before tax					12,631

Unaudited pro forma Analysis of Operating Expenses (excluding exceptional items)

	31 August 2012 £'000	31 August 2011 £'000
Distribution costs	(79,076)	(48,107)
Payroll and staff costs	(50,070)	(38,574)
Warehousing	(32,702)	(27,155)
Marketing	(21,233)	(14,680)
Production	(3,780)	(3,015)
Technology costs	(8,023)	(8,355)
Other operating costs	(32,167)	(19,656)
Depreciation	(10,224)	(6,011)
Total operating costs	(237,275)	(165,553)

Unaudited pro forma Analysis of Exceptional Items

	31 August 2012 £'000	31 August 2011 £'000
Dual site decollation costs ¹	(228)	(7,245)
Pre go-live occupancy and employee costs	-	(8,795)
Vacant property costs	(1,435)	-
Impairment of assets	(2,800)	(3,025)
Total exceptional items	(4,463)	(19,065)

¹Included within dual site decollation costs for the year to 31 August 2012 are delivery costs of £nil (2011: £2.3m) which have been classified within distribution expenses in the statement of comprehensive income. The remaining exceptional costs have been included within administrative expenses

Unaudited Key Performance Indicators

a) KPIs as at 31 August 2012

KPIs	UK	Year to 31 August 2012 International				Group Total
		USA	EU	RoW	Total	
Average basket value ¹	£64.57	£57.53	£60.85	£59.16	£59.58	£61.89
<i>Growth</i>	-	(4%)	(11%)	(15%)	(12%)	(6%)
Average units per basket	2.29	2.27	2.39	2.47	2.41	2.35
<i>Growth</i>	(2%)	(1%)	(10%)	(15%)	(11%)	(5%)
Average selling price per unit ¹	£28.16	£25.30	£25.44	£23.90	£24.75	£26.29
<i>Growth</i>	1%	(3%)	-	(1%)	(1%)	(1%)
Number of orders ('000)	6,279	1,216	2,984	3,071	7,271	13,550
<i>Growth</i>	11%	107%	58%	131%	91%	43%
Unique visitors ('000) ²						18,800
<i>Growth</i>						69%
Total visits ('000) ²	12,864	5,947	12,867	13,568	32,382	45,246
<i>Growth</i>	5%	52%	34%	47%	42%	29%
Active customers ('000) ³	2,254	573	1,217	952	2,742	4,996
<i>Growth</i>	6%	89%	57%	105%	78%	36%

¹Including VAT

²During August

³As at 31 August, defined as having shopped with ASOS during the last 12 months

b) Historic unique visitors and active customer information

	At 28 February 2011	At 31 August 2011	At 29 February 2012	At 31 August 2012
Unique visitors ('000) ¹	9,200	11,100	15,600	18,800
Active customers ('000) ²	3,026	3,661	4,272	4,996

¹During the relevant month

²As at the end of the relevant month, defined as having shopped with ASOS during the last 12 months

Unaudited pro forma Analysis of Earnings per Share

	31 August 2012	31 August 2011
	No. of shares	No. of shares
Weighted average share capital		
Weighted average shares in issue for basic earnings per share	77,488,212	74,967,953
Effect of dilutive options	5,551,275	5,695,825
Weighted average shares in issue for diluted earnings per share	83,039,487	80,663,778
	31 August 2012	31 August 2011
	£'000	£'000
Earnings		
Underlying earnings attributable to shareholders	32,897	22,492
Exceptional items net of related taxation	(3,360)	(13,727)
Earnings attributable to shareholders	29,537	8,765
	31 August 2012	31 August 2011
	pence	pence
Basic earnings per share		
Underlying earnings per share ¹	42.5	30.0
Exceptional items net of taxation	(4.4)	(18.3)
Earnings per share ²	38.1	11.7
	31 August 2012	31 August 2011
	Pence	pence
Diluted earnings per share		
Underlying earnings per share ¹	39.6	27.9
Exceptional items net of taxation	(4.0)	(17.0)
Earnings per share ²	35.6	10.9

¹Underlying earnings per share has been calculated using profit after tax but before exceptional items

²Earnings per share has been calculated using profit after tax and exceptional items

Unaudited pro forma Consolidated Statement of Financial Position

	31 August 2012 £'000	31 August 2011 £'000
Non-current assets		
Goodwill	1,060	1,060
Other intangible assets	22,176	12,426
Property, plant and equipment	27,293	26,212
Deferred tax asset	8,111	16,346
	58,640	56,044
Current assets		
Inventories	100,263	66,561
Trade and other receivables	19,066	14,991
Derivative financial assets	-	192
Current tax asset	425	4,903
Cash and cash equivalents	27,884	14,183
	147,638	100,830
Assets of disposal group classified as held-for-sale	-	2,800
Current liabilities		
Trade and other payables	(100,291)	(75,796)
Revolving credit facility	-	(10,000)
	(100,291)	(85,796)
Net current assets	47,347	17,834
Net assets	105,987	73,878
Equity attributable to owners of the parent		
Called up share capital	2,854	2,672
Share premium	6,105	5,634
Employee Benefit Trust reserve	(2,464)	(2,389)
Hedging reserve	-	192
Retained earnings	99,492	67,769
Total equity	105,987	73,878

Unaudited pro forma Analysis of Fixed Asset Additions

	31 August 2012 £'000	31 August 2011 £'000
IT	14,832	12,883
Office fixtures and fit-out	2,437	1,324
Warehouse	3,786	18,270
Total	21,055	32,477

Unaudited pro forma Consolidated Statement of Cash Flows

	31 August 2012 £'000	31 August 2011 £'000
Operating profit	41,119	13,004
Adjusted for:		
Operating exceptional items	4,463	19,065
Depreciation of property, plant and equipment	5,743	3,502
Amortisation of other intangible assets	4,481	2,509
Increase in inventories	(33,702)	(12,621)
(Increase)/decrease in trade and other receivables	(4,075)	412
Increase in trade and other payables	27,901	26,954
Share-based payments charges	953	1,105
Income taxes received/(paid)	1,883	(3,930)
Net cash generated from operating activities before exceptional items	48,766	50,000
Cash outflow relating to exceptional operating items	(1,695)	(16,008)
Net cash generated from operating activities	47,071	33,992
Investing activities		
Payments to acquire other intangible assets	(14,500)	(21,996)
Payments to acquire property, plant and equipment	(7,154)	(10,481)
Finance income	-	12
Net cash outflow used in investing activities	(21,654)	(32,465)
Financing activities		
Proceeds from issue of ordinary shares	463	1,094
Purchase of shares by Employee Benefit Trust	(1,337)	(1,349)
(Repayment)/drawdown of revolving credit facility	(10,000)	10,000
Finance expense	(842)	(432)
Net cash (used in)/generated from financing activities	(11,716)	9,313
Net increase in cash and cash equivalents	13,701	10,840
Opening cash and cash equivalents	14,183	3,343
Closing cash and cash equivalents	27,884	14,183

Unaudited pro forma Analysis of Net Debt

	31 August 2012 £'000	31 August 2011 £'000
Net movement in cash and cash equivalents	13,701	10,840
Repayment/(drawdown) of revolving credit facility	10,000	(10,000)
Net movement in net funds	23,701	840
Opening net funds	4,183	3,343
Closing net funds	27,884	4,183
Closing net funds comprises:		
Cash and cash equivalents	27,884	14,183
Drawings under revolving credit facility	-	(10,000)
Net funds	27,884	4,183

Unaudited pro forma Consolidated Statement of Changes in Equity

	Called up share capital £'000	Share premium £'000	Hedging reserve £'000	Retained earnings ¹ £'000	Employee Benefit Trust reserve £'000	Total equity £'000
Balance as at 1 September 2010	2,633	4,579	57	47,329	(2,187)	52,411
Shares allotted in the year	39	1,055	-	-	-	1,094
Net purchase of shares by Employee Benefit Trust	-	-	-	-	(1,349)	(1,349)
Transfer of shares from Employee Benefit Trust on exercise	-	-	-	(1,147)	1,147	-
Share based payments charge	-	-	-	1,105	-	1,105
Profit for the year and total comprehensive income	-	-	-	8,765	-	8,765
Deferred tax on share options	-	-	-	5,760	-	5,760
Current tax on items taken directly to equity	-	-	-	5,957	-	5,957
Derivative financial assets	-	-	135	-	-	135
Balance as at 31 August 2011	2,672	5,634	192	67,769	(2,389)	73,878
Shares allotted in the year	182	471	-	-	-	653
Net purchase of shares by Employee Benefit Trust	-	-	-	-	(1,337)	(1,337)
Transfer of shares from Employee Benefit Trust on exercise	-	-	-	(1,262)	1,262	-
Share based payments charge	-	-	-	953	-	953
Profit for the year and total comprehensive income	-	-	-	29,537	-	29,537
Deferred tax on share options	-	-	-	(8,047)	-	(8,047)
Current tax on items taken directly to equity	-	-	-	10,542	-	10,542
Derivative financial assets	-	-	(192)	-	-	(192)
Balance as at 31 August 2012	2,854	6,105	-	99,492	(2,464)	105,987

¹ Retained earnings includes the share-based payments reserve