

Appendix 1 – Estimated Total sales growth by period in sterling, including Russia¹

- P3 is restated to reflect only March, April, and May. P4 has been restated to include June. This applies to all financial years
- All numbers provided are on a reported basis, with no adjustment made for returns provision phasing in FY20

Year ending 31 August 2022

£m	P1 ² YOY%		P2 ² YOY%		P3 ² YOY%		P4 ² YOY%		2021/22 YOY%
UK total sales	645.2	13%	250.2	(2%)	431.8	4%	435.6	6%	1,762.8 7%
EU total sales	390.2	(3%)	186.7	(4%)	294.0	(5%)	299.1	6%	1,170.0 (1%)
US total sales	172.6	7%	80.5	13%	141.9	21%	136.4	18%	531.4 14%
ROW total sales	185.1	(20%)	93.5	1%	96.4 ³	(33%)	97.3	(30%)	472.3 (22%)
Total sales⁴	1,393.1	2%	610.9	-%	964.1³	(2%)	968.4	2%	3,936.5 1%

Year ended 31 August 2021

£m	P1 ² YOY%		P2 ² YOY%		P3 ² YOY%		P4 ² YOY%		2020/21 YOY%
UK total sales	571.3	35%	254.5	46%	415.9	85%	410.3	5%	1,652.0 36%
EU total sales	400.6	18%	193.7	22%	310.1	33%	280.9	(6%)	1,185.3 15%
US total sales	161.7	12%	71.2	8%	117.5	25%	115.8	4%	466.2 12%
ROW total sales	230.5	16%	92.4	1%	144.5	2%	139.6	(19%)	607.0 1%
Total sales³	1,364.1	23%	611.8	25%	988.0	43%	946.6	(3%)	3,910.5 20%

Year ended 31 August 2020

£m	P1 ² YOY%		P2 ² YOY%		P3 ² YOY%		P4 ² YOY%		2019/20 YOY%
UK total sales	422.4	18%	174.5	26%	224.7	(9%)	392.5	37%	1,214.1 18%
EU total sales	340.5	21%	158.9	24%	232.3	15%	298.5	29%	1,030.2 22%
US total sales	144.2	23%	65.6	32%	94.0	(2%)	111.5	24%	415.3 18%
ROW total sales	198.9	24%	91.7	15%	141.9	10%	171.4	25%	603.9 19%
Total sales³	1,106.0	20%	490.7	24%	692.8	3%	973.9	31%	3,263.5 19%

¹All numbers subject to rounding throughout this document

²Periods are as follows:

P1: four months to 31 December

P2: two months to 28/29 February

P3: three months to 31 May

P4: three months to 31 August

³In the tables above RoW and Group total sales for P3 have been restated. This restatement relates to the removal of the £19.3m gain on RUB hedges, which was reported as revenue at P3 but subsequently reallocated to other income at year-end. As a reminder, the impact of ASOS' suspension of sales with Russia is a loss of c. 2% of sales and an estimated loss of c. £14m at adjusted profit before tax level, including the gain mentioned above.

⁴Includes retail sales, wholesale and income from other services comprising delivery receipt payments, marketing services and commission on partner-fulfilled sales

Appendix 2 – Estimated Total sales growth by period at constant currency, including Russia¹

- P3 is restated to reflect only March, April, and May. P4 has been restated to include June. This applies to all financial years
- All numbers provided are on a reported basis, with no adjustment made for returns provision phasing in FY20

Year ending 31 August 2022

£m	P1 ² YOY%	P2 ² YOY%	P3 ² YOY%	P4 ² YOY%	2021/22 YOY%
UK total sales	13%	(2%)	4%	6%	7%
EU total sales	2%	-%	(2%)	9%	2%
US total sales	11%	12%	15%	4%	10%
ROW total sales	(15%)	2%	(33%) ³	(31%)	(20%)
Total sales⁴	5%	1%	(2%)³	1%	2%

Year ended 31 August 2021

£m	P1 ² YOY%	P2 ² YOY%	P3 ² YOY%	P4 ² YOY%	2020/21 YOY%
UK total sales	35%	46%	85%	5%	36%
EU total sales	17%	20%	34%	(7%)	15%
US total sales	16%	13%	40%	15%	21%
ROW total sales	20%	9%	10%	(14%)	6%
Total sales³	24%	26%	47%	(1%)	22%

Year ended 31 August 2020

£m	P1 ² YOY%	P2 ² YOY%	P3 ² YOY%	P4 ² YOY%	2019/20 YOY%
UK total sales	18%	26%	(9%)	37%	18%
EU total sales	23%	25%	13%	28%	22%
US total sales	20%	34%	(7%)	23%	15%
ROW total sales	24%	15%	8%	26%	19%
Total sales³	21%	24%	1%	31%	19%

¹All numbers subject to rounding throughout this document

²Periods are as follows:

P1: four months to 31 December

P2: two months to 28/29 February

P3: three months to 31 May

P4: three months to 31 August

³In the tables above RoW and Group total sales for P3 have been restated. This restatement relates to the removal of the £19.3m gain on RUB hedges, which was reported as revenue at P3 but subsequently reallocated to other income at year-end. As a reminder, the impact of ASOS' suspension of sales with Russia is a loss of c. 2% of sales and an estimated loss of c. £14m at adjusted profit before tax level, including the gain mentioned above.

⁴Includes retail sales, wholesale and income from other services comprising delivery receipt payments, marketing services and commission on partner-fulfilled sales