

19 January 2012

ASOS plc
Global Online Fashion Store
Trading Statement for the 3 months ended 31 December 2011

£'000s	Q3 2011/12	Q3 2010/11	Increase
Retail sales	146,527	100,039	46%
- UK sales	62,055	56,320	10%
- Total International sales	84,472	43,719	93%
- <i>US sales</i>	<i>13,040</i>	<i>5,297</i>	<i>146%</i>
- <i>EU sales</i>	<i>32,470</i>	<i>24,460</i>	<i>33%</i>
- <i>ROW sales</i>	<i>38,962</i>	<i>13,962</i>	<i>179%</i>
Group revenues*	150,555	104,126	45%

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

Q3 Highlights

- Retail sales + 46% year on year (UK +10%, International +93%)
- International sales mix 58%
- Retail gross margin 300 bps up on prior year

Nick Robertson, CEO, commented:

"I am pleased to report a strong third quarter performance across all territories including the UK. Overall retail sales were 46% up year on year and our retail gross margin was 300bps higher over the period, in line with guidance.

With the business continuing to perform well through these challenging economic times, we remain confident about the outlook and expect our full year results to be in line with market expectations"

For further information:

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Background note

ASOS is a global online fashion and beauty retailer and offers 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 18.5 million unique visitors a month and as at 31 December 2011 had 7.0 million registered users and 4.0 million active customers from 191 countries (defined as having shopped in the last 12 months).

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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 to Date 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%			150,741	9%
International sales	59,600	160%	62,586	141%	84,472	93%			206,658	123%
- US sales	7,061	151%	8,407	124%	13,040	146%			28,508	140%
- EU sales	25,487	80%	22,963	65%	32,470	33%			80,920	54%
- ROW sales	27,052	353%	31,216	272%	38,962	179%			97,230	243%
Total retail sales	104,217	69%	106,655	53%	146,527	46%			357,399	54%

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%
- US sales	2,812	199%	3,752	293%	5,297	267%	6,781	209%	18,642	235%
- EU sales	14,176	70%	13,880	71%	24,460	102%	20,869	73%	73,385	86%
- ROW sales	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%