

28 April 2015

ASOS plc (“the Company”)
Global Online Fashion Destination
Unaudited pro forma group sales

On 1 April 2015, ASOS plc announced a change to its future financial reporting calendar. This announcement contains historical unaudited pro forma financial information for the Company from 1 September 2012 to 28 February 2015.

Group sales growth by period¹ in sterling
Year ending 31 August 2015

£'000	P1 ¹	YOY%	P2 ¹	YOY%	P3 ¹	YOY%	P4 ¹	YOY%	2014/15 YTD	YOY%
UK retail sales	165,509	24%	65,861	36%					231,370	27%
US retail sales	34,932	8%	19,596	35%					54,528	17%
EU retail sales	86,339	(1%)	49,889	24%					136,228	7%
ROW retail sales	78,456	(5%)	35,847	7%					114,303	(1%)
International retail sales	199,727	(1%)	105,332	19%					305,059	5%
Total retail sales	365,236	9%	171,193	25%					536,429	14%
Total group sales	374,658	9%	175,816	26%					550,474	14%
Retail margin movement		(170bps)		(450bps)						(270bps)

Year ending 31 August 2014

£'000	P1 ¹	YOY%	P2 ¹	YOY%	P3 ¹	YOY%	P4 ¹	YOY%	2013/14	YOY%
UK retail sales	133,667	37%	48,373	21%	125,070	44%	65,131	27%	372,241	35%
US retail sales	32,253	28%	14,496	41%	31,012	13%	14,550	0%	92,311	19%
EU retail sales	87,295	69%	40,331	57%	87,406	36%	41,353	16%	256,385	44%
ROW retail sales	82,450	19%	33,454	3%	78,564	(1%)	39,890	(4%)	234,358	5%
International retail sales	201,998	38%	88,281	29%	196,982	15%	95,793	4%	583,054	22%
Total retail sales	335,665	38%	136,654	26%	322,052	25%	160,924	12%	955,295	27%
Total group sales	342,567	37%	139,159	26%	329,007	25%	164,737	12%	975,470	27%
Retail margin movement		90bps		(30bps)		(420bps)		(570bps)		(210bps)

Year ending 31 August 2013

£'000	P1 ¹	YOY%	P2 ¹	YOY%	P3 ¹	YOY%	P4 ¹	YOY%	2012/13	YOY%
UK retail sales	97,713	28%	39,866	23%	87,091	38%	51,357	55%	276,027	34%
US retail sales	25,280	56%	10,271	48%	27,549	58%	14,578	61%	77,678	57%
EU retail sales	51,780	29%	25,677	53%	64,457	54%	35,794	89%	177,708	51%
ROW retail sales	69,083	39%	32,593	34%	79,285	36%	41,433	26%	222,394	35%
International retail sales	146,143	38%	68,541	43%	171,291	45%	91,805	51%	477,780	44%
Total retail sales	243,856	34%	108,407	35%	258,382	43%	143,162	52%	753,807	40%
Total group sales	249,219	33%	110,512	35%	263,210	41%	146,455	52%	769,396	39%
Retail margin movement		(60bps)		(60bps)		80bps		560bps		100bps

¹ Periods are as follows:

P1: four months to 31 December

P2: two months to 28 February

P3: four months to 30 June

P4: two months to 31 August

Group sales growth by period¹ at constant currency

Year ending 31 August 2015

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For further information:

ASOS plc

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