

10 July 2012

**ASOS plc (“the Company”)
Global Online Fashion Store
Trading Statement for the 3 months ended 30 June 2012**

£'000s	3 months to 30 June		
	2012/13	2011/12	Increase
UK retail sales	48,089	44,617	8%
<i>US retail sales</i>	<i>12,951</i>	<i>7,061</i>	<i>83%</i>
<i>EU retail sales</i>	<i>32,357</i>	<i>25,487</i>	<i>27%</i>
<i>ROW retail sales</i>	<i>43,490</i>	<i>27,052</i>	<i>61%</i>
Total International retail sales	88,798	59,600	49%
Total retail sales	136,887	104,217	31%
Total group revenues*	141,092	107,279	31%

* Includes retail sales, delivery receipts and third party revenues.

Q1 Highlights

- Retail sales +31% year on year (UK +8%, International +49%)
- International sales 65% of total; UK sales 35% of total
- Retail gross margin in line with guidance.

Nick Robertson, CEO, commented:

“I am pleased to report that trading for the three months to end June 2012 has been strong with retail sales up 31% to £137m.

Our UK performance was particularly encouraging given the current climate at +8%. Our International business grew by +49% driven by a strong performance in the US, +83% and our rest of world category (predominately Australia) at +61%. International sales now represent 65% of the total up from 57% last year.

We remain positive in our outlook, and continue to trade in line with expectations.”

Note

As announced on 26 April 2012, the Company is changing its accounting reference date from 31 March to 31 August. Accordingly, pro forma retail sales by segment and total group revenues for the three month periods to 30 November 2011, 29 February 2012 and 31 May 2012, representing Q1, Q2 and Q3 on the new financial year end basis, have been included in appendix 2 to this release.

For further information:

ASOS plc

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Background note

ASOS is a global online fashion and beauty retailer and offers on the ASOS.com website 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 16.6 million unique visitors a month (Q1 2012 13.0 million) and as at 30 June 2012 had 8.7 million registered users (30 June 2011: 5.8 million) and 4.7 million active customers* (30 June 2011: 3.5 million) from 160 countries.

*Defined as having shopped in the last 12 months

www.asos.com

www.us.asos.com

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 1

Split of retail sales by quarter for the year ending 31 March 2012

£'000s	Q1 YOY%		Q2 YOY%		Q3 YOY%		Q4 YOY%		2011/12 YOY%
UK sales	44,617	15%	44,069	1%	62,055	10%	47,118	4%	197,859 7%
<i>US sales</i>	7,061	151%	8,407	124%	13,040	146%	11,451	69%	39,959 114%
<i>EU sales</i>	25,487	80%	22,963	65%	32,470	33%	26,073	25%	106,993 46%
<i>ROW sales</i>	27,052	353%	31,216	272%	38,962	179%	39,521	101%	136,751 185%
International sales	59,600	160%	62,586	141%	84,472	93%	77,045	63%	283,703 103%
Total retail sales	104,217	69%	106,655	53%	146,527	46%	124,163	34%	481,562 49%

Split of retail sales by quarter for the year ending 31 March 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%
<i>US sales</i>	2,812	199%	3,752	293%	5,297	267%	6,781	209%	18,642 235%
<i>EU sales</i>	14,176	70%	13,880	71%	24,460	102%	20,869	73%	73,385 86%
<i>ROW sales</i>	5,966	266%	8,385	259%	13,962	300%	19,688	359%	48,001 275%
International sales	22,954	111%	26,017	128%	43,719	156%	47,338	155%	140,028 142%
Total retail sales	61,712	54%	69,697	47%	100,039	59%	92,652	69%	324,100 58%

Appendix 2

Pro forma split of sales by quarter for the year ending 31 August 2012

£'000s	Q1 YOY%		Q2 YOY%		Q3 YOY%		Q4 YOY%		YTD 2012/13 YOY%
UK sales	49,942	5%	59,025	12%	46,437	8%			155,404 8%
<i>US sales</i>	12,144	190%	10,993	73%	13,351	78%			36,488 102%
<i>EU sales</i>	28,911	55%	27,935	18%	30,224	27%			87,070 32%
<i>ROW sales</i>	36,123	233%	37,848	113%	43,912	71%			117,883 117%
International sales	77,178	129%	76,776	61%	87,487	54%			241,441 75%
Total retail sales	127,120	57%	135,801	35%	133,924	34%			396,845 41%
Total group revenues	130,692	54%	139,234	34%	137,760	34%			407,686 39%