

11 December 2012

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

£'000s	Q1 2012/13	Q1 2011/12	Increase
UK retail sales	62,053	49,942	24%
<i>US retail sales</i>	<i>19,048</i>	<i>12,144</i>	<i>57%</i>
<i>EU retail sales</i>	<i>33,337</i>	<i>28,911</i>	<i>15%</i>
<i>ROW retail sales</i>	<i>51,357</i>	<i>36,123</i>	<i>42%</i>
Total International retail sales	103,742	77,178	34%
Total retail sales	165,795	127,120	30%
Total group revenues*	169,431	130,692	30%

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

Q1 Highlights

- Retail sales +30% year on year (UK +24%, International +34%)
- International sales 63% of total (61% last year)
- Retail gross margin down 100bps on prior year (+440bps in Q1 2011/12)
- In-country offices opened in USA, France and Germany
- 5.4 million active customers* at 30 November 2012 (+35% year on year)

Nick Robertson, CEO, commented:

“I am pleased to report strong trading for the three months to 30 November 2012 with total retail sales up 30% to £166m.

Our UK performance was ahead of expectations at +24%, driven by better conversion of traffic alongside continued investment in both our proposition and pricing. Our International business grew by +34% and now accounts for 63% of our total retail sales. We achieved +57% growth in the US, +42% growth in ROW, and +15% growth within the EU. Once again the performance of countries where we have dedicated websites was significantly better than the EU performance as a whole.

The retail gross margin performance reflects a combination of a particularly strong comparative period, the UK accounting for a larger percentage of the total retail sales mix than initially planned and continued price reinvestment.

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

*Defined as having shopped in the last 12 months

For further information:

ASOS plc

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Background note

ASOS is a global online fashion and beauty retailer and offers over 60,000 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 23.0 million unique visitors a month (November 2011 18.2 million) and as at 30 November 2012 had 10.1 million registered users (30 November 2011: 7.1 million) and 5.4 million active customers* (30 November 2011: 4.0 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

Pro forma split of retail sales by quarter for the year ending 31 August 2013

£'000s	Q1 YOY%		Q2 YOY%		Q3 YOY%		Q4 YOY%		YTD 2012/13 YOY%	
UK retail sales	62,053	24%							62,053	24%
<i>US retail sales</i>	19,048	57%							19,048	57%
<i>EU retail sales</i>	33,337	15%							33,337	15%
<i>ROW retail sales</i>	51,357	42%							51,357	42%
International retail sales	103,742	34%							103,742	34%
Total retail sales	165,795	30%							165,795	30%

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

£'000s	Q1 YOY%		Q2 YOY%		Q3 YOY%		Q4 YOY%		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%