

12 June 2013

ASOS plc (“the Company”)
Global Online Fashion Destination
Trading Statement for the 3 months ended 31 May 2013

£'000s	Q3 2012/13	Q3 2011/12	Increase
UK retail sales	64,347	46,437	39%
<i>US retail sales</i>	<i>21,255</i>	<i>13,351</i>	<i>59%</i>
<i>EU retail sales</i>	<i>47,215</i>	<i>30,224</i>	<i>56%</i>
<i>ROW retail sales</i>	<i>60,796</i>	<i>43,912</i>	<i>38%</i>
Total International retail sales	129,266	87,487	48%
Total retail sales	193,613	133,924	45%
Total group revenues*	197,199	137,760	43%

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

Q3 Highlights

- Retail sales +45% year on year (UK +39%, International +48%)
- International sales 67% of total (65% last year)
- Retail gross margin up c.10bps on prior year
- Dedicated Russian website launched
- 6.5 million active customers* at 31 May 2013 (+38% year on year)

**Defined as having shopped in the last 12 months*

Nick Robertson, CEO, commented:

“I am pleased to report another strong trading period for the three months to 31 May 2013 with total retail sales up 45% to £194m.

Our UK sales grew by +39% as our customers continued to respond well to our price investments. Our International business accelerated to +48% and now accounts for 67% of our total retail sales. We continue to see stronger growth in those countries where we have dedicated websites and in-country teams, notably in the US, France, Germany and Australia. Our dedicated Russian website launched on 1 May 2013.

Retail gross margin grew by 10bps over the quarter as we annualised last year’s price investments. We anticipate a further increase in the fourth quarter which should result in a small improvement for the year as a whole.

We remain positive in our outlook for the year to 31 August 2013 and expect our full year results to be in line with expectations. ”

For further information:

ASOS plc

Nick Robertson, Chief Executive
Nick Beighton, Finance Director
Greg Feehely, Head of Investor Relations

Tel: 020 7756 1000

College Hill

Matthew Smallwood / Justine Warren / Jamie Ramsay

Tel: 020 7457 2020

JPMorgan Cazenove

Luke Bordewich / Gina Gibson

Tel: 020 7742 4000

Numis Securities

Alex Ham

Tel: 020 7260 1000

Background note

ASOS is a global online fashion and beauty retailer selling over 60,000 branded and own-label products to fashion forward twenty-somethings through our website, asos.com. We ship, for free, to 241 countries and territories from our 1.1 million square foot global distribution centre in the UK.

We tailor the mix of own label, global and local brands sold through each of our eight local language websites: UK, USA, France, Germany, Spain, Italy, Australia and Russia.

ASOS's websites attract 23.2 million unique visitors a month (31 May 2012: 17.4 million) and as at 31 May 2013 had 12.1 million registered users (31 May 2012: 8.5 million) and 6.5 million active customers* (31 May 2012: 4.7 million).

*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

www.asos.com/ru

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%	75,526	28%	64,347	39%			201,926 30%
<i>US retail sales</i>	19,048	57%	16,503	50%	21,255	59%			56,806 56%
<i>EU retail sales</i>	33,337	15%	44,120	58%	47,215	56%			124,672 43%
<i>ROW retail sales</i>	51,357	42%	50,319	33%	60,796	38%			162,472 38%
International retail sales	103,742	34%	110,942	45%	129,266	48%			343,950 42%
Total retail sales	165,795	30%	186,468	37%	193,613	45%			545,876 38%

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%

Pro forma split of retail sales by quarter for the year ending 31 August 2011

£'000s	Q1 YOY%		Q2 YOY%		Q3 YOY%		Q4 YOY%		2010/11 YOY%
UK retail sales	47,383	23%	52,857	20%	43,087	20%	43,421	1%	186,748 16%
<i>US retail sales</i>	4,186	254%	6,365	227%	7,480	176%	7,919	144%	25,950 186%
<i>EU retail sales</i>	18,647	79%	23,576	105%	23,714	68%	25,110	77%	91,047 81%
<i>ROW retail sales</i>	10,847	241%	17,778	265%	25,703	363%	31,021	295%	85,349 298%
International retail sales	33,680	128%	47,719	161%	56,897	154%	64,050	153%	202,346 151%
Total retail sales	81,063	53%	100,576	62%	99,984	71%	107,471	58%	389,094 61%