

13 April 2011

**ASOS plc**  
**Leading online fashion store**  
**Trading Statement for the 3 months ended 31 March 2011**

£'000s	Q4			Full Year		
	2010/11	2009/10	Increase	2010/11	2009/10	Increase
Retail sales	93,377	54,850	70%	324,825	205,491	58%
- UK sales	44,945	36,281	24%	183,703	147,571	24%
- Total International sales	48,432	18,569	161%	141,122	57,920	144%
- US sales	7,065	2,195	222%	18,926	5,536	242%
- EU sales	21,335	12,087	77%	73,851	40,636	82%
- ROW sales	20,032	4,287	367%	48,345	11,748	312%
Group revenues*	96,634	59,293	63%	340,416	222,999	53%

\* Includes retail sales, postage and packaging (P&P) income and 3<sup>rd</sup> party revenues

**Q4 Highlights (January – March 2011)**

- Retail sales accelerated + 70 % year on year (Q3 +59%)
- UK retail sales + 24 % / International retail sales+ 161 %
- International sales mix 52%
- ASOS Fashion Finder launched March 2011

**Full Year Highlights (April 2010 – March 2011)**

- Retail sales up 58 % year on year (UK + 24 % / International + 144 %)
- Profit before tax likely to be towards the top end of expectations
- Small increase in retail gross margin, in line with guidance
- Investment in free shipping and returns has led to a reduction in overall gross margin

**Nick Robertson, CEO, commented:**

"I am pleased to report another successful quarter with retail sales accelerating +70%, up from +59% in our third quarter. Importantly our UK business remained strong +24%, vs +23% in the third quarter.

With International becoming an increasingly significant part of our future, I was pleased to see our International sales mix exceed that of the UK for the first time, accounting for 52% of our retail sales.

Profit before tax, pre exceptional, for the full year to March 2011 is likely to be towards the top end of expectations.

We have approached the new financial year with confidence and are excited about the prospects for both our UK and International businesses."

**Preliminary results and future trading updates**

ASOS will announce its final results for the year ended 31 March 2011 on Thursday 2 June 2011, when it will provide a full overview and update on the business.

## **Analyst Conference call**

A conference call for investors and analysts will take place at 8.30am today. Dial in details for the call are as follows:

**Dial in**                                **+44 (0) 1452 560 304**  
**Conference ID:**                **58310397**

### ***For further information:***

#### **ASOS plc**

Nick Robertson, Chief Executive

Nick Beighton, Finance Director

#### **College Hill**

Matthew Smallwood / Justine Warren / Jamie Ramsay

#### **JPMorgan Cazenove**

Luke Bordewich / Gina Gibson

#### **Numis Securities**

Alex Ham

**Tel: 020 7756 1017**

**Tel: 020 7457 2020**

**Tel: 020 7588 2828**

**Tel: 020 7260 1000**

## **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 16-34 year olds globally, ASOS attracts over 13 million unique visitors a month and as at 31 March 2011 had 5.3 million registered users and 3.0 million active customers from 160 countries (defined as having shopped in the last 12 months).

[www.asos.com](http://www.asos.com)

[www.us.asos.com](http://www.us.asos.com)

[www.asos.de](http://www.asos.de)

[www.asos.fr](http://www.asos.fr)

[m.asos.com](http://m.asos.com)

### Appendix: Split of Retail Sales by Quarter for the Year to Date 2010/2011

<b>£'000s</b>	<b>Q1 YOY%</b>		<b>Q2 YOY%</b>		<b>Q3 YOY%</b>		<b>Q4 YOY%</b>		<b>2010/11 YOY%</b>
UK sales	38,758	32%	43,680	21%	56,320	23%	44,945	24%	183,703 24%
International sales	22,954	111%	26,017	128%	43,719	156%	48,432	161%	141,122 144%
- <i>US sales</i>	2,812	199%	3,752	293%	5,297	267%	7,065	222%	18,926 242%
- <i>EU sales</i>	14,176	70%	13,880	71%	24,460	102%	21,335	77%	73,851 82%
- <i>ROW sales</i>	5,966	266%	8,385	259%	13,962	300%	20,032	367%	48,345 312%
<b>Total retail sales</b>	<b>61,712</b>	<b>54%</b>	<b>69,697</b>	<b>47%</b>	<b>100,039</b>	<b>59%</b>	<b>93,377</b>	<b>70%</b>	<b>324,825 58%</b>

### Appendix: Split of Retail Sales by Quarter for the Year Ended 2009/2010

<b>£'000s</b>	<b>Q1 YOY%</b>		<b>Q2 YOY%</b>		<b>Q3 YOY%</b>		<b>Q4 YOY%</b>		<b>2009/10 YOY%</b>
UK sales	29,311	34%	36,045	33%	45,934	11%	36,281	19%	147,571 22%
International sales	10,890	145%	11,411	110%	17,050	110%	18,569	76%	57,920 103%
- <i>US sales</i>	941	216%	955	141%	1,445	71%	2,195	128%	5,536 121%
- <i>EU sales</i>	8,317	125%	8,118	96%	12,114	96%	12,087	45%	40,636 82%
- <i>ROW sales</i>	1,632	205%	2,338	189%	3,491	257%	4,287	203%	11,748 215%
<b>Total retail sales</b>	<b>40,201</b>	<b>53%</b>	<b>47,456</b>	<b>45%</b>	<b>62,984</b>	<b>28%</b>	<b>54,850</b>	<b>34%</b>	<b>205,491 38%</b>