

2 February 2024

**ASOS Plc
(the "Company")**

Director/PDMR Shareholding

On 31 January 2024, José Antonio Ramos Calamonte, Chief Executive Officer, was granted 481,150 nil-cost conditional awards over ordinary shares of 3.5 pence each in the Company ("Awards") under the ASOS Plc Long-Term Incentive Scheme (the "ALTIS"). The Awards will normally vest on 31 October 2026, subject to the ALTIS schemes rules and the achievement of certain performance conditions. Further information can be found in the Company's Annual Report and Accounts 2023 which is available to download on www.asosplc.com.

This notification is made in accordance with UK Market Abuse Regulations (Regulation (EU) 596/2014, as it forms part of domestic law by virtue of the European Union (Withdrawal) Act 2018).

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	José Antonio Ramos Calamonte	
2	Reason for the notification		
a)	Position/status	Chief Executive Officer / PDMR	
b)	Initial notification / Amendment	Initial notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	ASOS Plc	
b)	Legal Entity Identifier	213800H8DBB8JSKDW630	
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument	3.5p ordinary shares	
	Identification code	GB0030927254	
b)	Nature of the transaction	Grant of a conditional share awards under the ASOS Long Term Incentive Scheme	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil	481,150
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	31 January 2024	
g)	Place of the transaction	Outside a trading venue	

**For further information:
ASOS plc**

Tel: 020 7756 1000

Holly Cassell, Head of Investor Relations
Website: www.asosplc.com/investors

Media:

Jonathan Sibun / Will Palfreyman, Teneo

Tel: 020 7353 4200

Background note

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ASOS is a destination for fashion-loving 20-somethings around the world, with a purpose to give its customers the confidence to be whoever they want to be. Through its app and mobile/desktop web experience, available in nine languages and in over 200 markets, ASOS customers can shop a curated edit of nearly 50,000 products, sourced from nearly 900 global and local third-party brands alongside a mix of fashion-led own brand labels - including ASOS Design, ASOS Edition, ASOS 4505, Collusion, Reclaimed Vintage, Topshop, Topman, and Miss Selfridge. ASOS aims to give all its customers a truly frictionless experience, with an ever-greater number of different payment methods and hundreds of local deliveries and return options, including Next-Day Delivery and Same-Day Delivery, dispatched from state-of-the-art fulfilment centres in the UK, US, and Germany.

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