

2 August 2024

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

Notice of General Meeting

ASOS Plc announces that a General Meeting of the Company (the **Meeting**) will be held at 2.30pm on Tuesday 20 August 2024 at the Company's registered office at Greater London House, Hampstead Road, London, NW1 7FB.

The purpose of the Meeting is to consider and, if thought fit, approve that a new ASOS Plc Value Creation Plan (**VCP**) be introduced to further align Executive Directors and the Senior Leadership team with the Company's ambitious growth plans. To facilitate the introduction of the VCP, it is also proposed to amend the long-term incentive section of the Directors' Remuneration Policy in order to incorporate the VCP. Additionally, to ensure the VCP can operate as intended, changes to current dilution limits are proposed within the rules of the ASOS Plc Long Term Incentive Scheme 2022, ASOS Plc Deferred Bonus Plan 2022 and ASOS Plc Sharesave Plan 2022. Further information can be found in the Notice of General Meeting ("**Notice**").

The Notice is available to view on the Company's website at <https://www.asosplc.com/investor-relations/shareholder-centre/> and will be posted to those shareholders who elect to receive a hard copy of shareholder communications today.

In accordance with Listing Rule 9.6.1R, a copy of the Notice has been submitted to the Financial Conduct Authority's National Storage Mechanism and will shortly be available for inspection at <https://data.fca.org.uk/#/nsm/nationalstoragemechanism>.

For further information:

ASOS plc

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Background note

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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