

11 November 2024

ASOS Plc
("ASOS" or the "Company")
Director/PDMR Shareholding

ASOS announces the following notifiable transactions by José Antonio Ramos Calamonte, Chief Executive Officer and PDMR, following the vesting of conditional awards under the FY22 ASOS plc Long Term Incentive Scheme ("ALTIS") on 5 November 2024. The balance of the shares originally awarded lapse. The shares remain subject to an additional two-year holding period.

Name	Position	No. Awards vested	No. shares sold to cover taxes and fees	No. of shares retained net of taxes and fees
José Antonio Ramos Calamonte	Chief Executive Officer	2,062	976	1,086
José Antonio Ramos Calamonte	Chief Executive Officer	2,145	1,015	1,130

Following the trade José Antonio Ramos Calamonte now holds a total of 26,538 Ordinary Shares in the Company representing approximately 0.02% of the Company's issued share capital.

This announcement 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	Ordinary 3.5p shares.	
	Identification code	GB0030927254	
b)	Nature of the transaction	Acquisition of ordinary shares following the vesting ALTIS Awards	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil	2,062
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	8 November 2024	
g)	Place of the transaction	London Stock Exchange (XLON)	
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		

	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 Identification code	Ordinary shares of 3.5 pence each GB0030927254	
b)	Nature of the transaction	Sale of sufficient ordinary shares to cover taxes and fees	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		£3.36	976
e)	Aggregated information - Aggregated volume - Price - Aggregated total	976 £3.36 £3,279.36	
f)	Date of the transaction	8 November 2024	
g)	Place of the transaction	London Stock Exchange (XLON)	

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	
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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	Ordinary 3.5p shares.	
	Identification code	GB0030927254	
b)	Nature of the transaction	Acquisition of ordinary shares following the vesting ALTIS Awards	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil	2,145
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	8 November 2024	
g)	Place of the transaction	London Stock Exchange (XLON)	
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	Ordinary shares of 3.5 pence each	
	Identification code	GB0030927254	
b)	Nature of the transaction	Sale of sufficient ordinary shares to cover taxes and fees	

c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		£3.36	1,015
e)	Aggregated information - Aggregated volume - Price - Aggregated total	1,015 £3.36 £3,410.40	
f)	Date of the transaction	8 November 2024	
g)	Place of the transaction	London Stock Exchange (XLON)	

For further information:

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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 over 600 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, dispatched from state-of-the-art fulfilment centres in the UK, US, and Germany.

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