RNS Number : 9194L
ASOS PLC
12 November 2024

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ASOS Plc
Director/PDMR Shareholding

ASOS Plc (the "Company") announces that it has been notified by William Barker, Non-executive Director, that Camelot Capital Partners LLC, a PCA to William Barker, purchased 125,210 ordinary shares of 3.5 pence each in the capital of the Company ("Shares") on 8 November 2024. Following the transaction, Camelot Capital Partners LLC holds 17,738,591 Shares.

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	Camelot Capital Partners LLC	
2	**Reason for the notification**		
a)	Position/status	PCA to William Barker (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 Identification code	Ordinary Shares of 3.5 pence each GB0030927254	
b)	Nature of the transaction	Purchase of Shares	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		£3.435311	125,210
e)	Aggregated information - Aggregated volume - Price - Aggregated total	125,210 £3.435311 £430,135.29	
f)	Date of the transaction	8 November 2024	
g)	Place of the transaction	London Stock Exchange	

For further information:
ASOS plc Tel: 020 7756 1000

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Website: www.asosplc.com/investors

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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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