

13 November 2024

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

**Director/PDMR Shareholding**

On 11 November 2024, José Antonio Ramos Calamonte, Chief Executive Officer, and Dave Murray, Chief Financial Officer (the "Executive Directors"), were granted awards in respect of ordinary shares of 3.5 pence each in the Company under the ASOS Plc Value Creation Plan ("VCP").

The VCP was approved by shareholders at the Company's General Meeting held on 20 August 2024.

The terms of the VCP, including its related timelines and pool value calculation basis, are as summarised in the associated Notice of General Meeting dated 2 August 2024 ("Notice"). A copy of that Notice is available to download at [www.asosplc.com](http://www.asosplc.com).

The awards granted under the VCP to the Executive Directors match the terms and levels of participation envisaged in the Notice which, in summary, provide an opportunity to receive (in ASOS Plc shares) 15 percent. (for José Antonio Ramos Calamonte) and 8 percent. (for Dave Murray) of the growth in value above £6.70 of 5.5% of the issued share capital of the Company.

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 nil-cost option award under the ASOS Plc Value Creation Plan. To the extent vested, the award may be exercised in full or in part subject to the rules of the VCP.	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil	N/A*
		*The number of ASOS Plc ordinary shares that may ultimately be acquired will be as determined at time of exercise and reported at such time.	
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	11 November 2024	
g)	Place of the transaction	Outside a trading venue	

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Dave Murray	
2	Reason for the notification		
a)	Position/status	Chief Financial 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 nil-cost option award under the ASOS Plc Value Creation Plan. To the extent vested, the award may be exercised in full or in part subject to the rules of the VCP.	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil	N/A*
		*The number of ASOS Plc ordinary shares that may ultimately be acquired will be as determined at time of exercise and reported at such time.	
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	11 November 2024	
g)	Place of the transaction	Outside a trading venue	

**For further information:**

**Investors:**

Emily MacLeod, ASOS Head of Strategy and Investor Relations

Tel: 020 7756 1000

**Media:**

Jonathan Sibun / Will Palfreyman, Teneo

Tel: 020 7353 4200

**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.

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [ms@seg.com](mailto:ms@seg.com) or visit [www.ms.com](http://www.ms.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHFLFVLLDLVLIS

