

10 December 2024

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

On 6 December 2024, José Antonio Ramos Calamonte, Chief Executive Officer, and Dave Murray, Chief Financial Officer (the "Executive Directors"), were granted conditional awards in respect of ordinary shares of 3.5 pence each in the Company ("Ordinary Shares") under the ASOS Plc Deferred Bonus Plan 2022 in accordance with the Company's Directors' Remuneration Policy.

Executive Director / PDMR	Number of conditional awards granted under the ASOS Plc Deferred Bonus Plan 2022
José Antonio Ramos Calamonte	459
Dave Murray	105

The Executive Directors also participated in the recent re-launch of the ASOS Plc Sharesave Plan 2022 ("SAYE"). Employees were invited to subscribe for options ("Options") over the Company's Ordinary Shares which were granted on 6 December 2024 at an exercise price of £2.91 in accordance with the terms of the 2024 SAYE plan. This represents a discount of 20% from the average mid-market closing price for the Company's Ordinary Shares on the 3 business days from 13 November 2024 to 15 November 2024, prior to the invitation made to all eligible employees on 18 November 2024. A total of 242 employees participated in the scheme and 629,665 Options have been granted, representing 0.53% of the Company's issued share capital.

Executive Director / PDMR	Number of Options granted under the ASOS Plc Sharesave Plan 2022
José Antonio Ramos Calamonte	6,374
Dave Murray	6,374

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 nil-cost conditional awards under the ASOS Plc Deferred Bonus Plan 2022	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil	459
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	6 December 2024	
g)	Place of the transaction	Outside a trading venue	

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	José Antonio Ramos Calamonte	

a)	Name	Jose Antonio Ramos Caramonte	
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	3.5p ordinary shares	
	Identification code	GB0030927254	
b)	Nature of the transaction	Sharesave plan	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		£2.91	6,374
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	6 December 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 nil-cost conditional awards under the ASOS Plc Deferred Bonus Plan 2022	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil	105
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	6 December 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	Sharesave plan	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		£2.91	6,374
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	6 December 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.

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