

**21 March 2025**

**ASOS Plc ("the Company")  
Global Online Fashion Destination**

**Notice of Results and Trading Update**

ASOS plc, the destination for fashion-loving 20-somethings around the world, will announce its H1 FY25 results on Thursday 24 April 2025.

As set out in its November update, the Company expects a significant improvement in profitability in H1 FY25, despite continued volume deleverage, following a strong gross margin development driven by lower markdown activity and increased full-price mix, and continued cost discipline. In H1 FY25, the Company expects revenue growth in line with, and adjusted EBITDA ahead of consensus<sup>1</sup>.

Encouragingly ASOS own brand full-price sales, a core engine of its customer proposition, returned to growth in the first half. This was enabled by its market-leading Test & React model, now more than 15% of own-brand sales and growing, ensuring ASOS can offer the most exciting product and set the trends for its fashion-loving customers.

**Note:**

<sup>1</sup>Company-compiled consensus for H1 FY25 as of 20 March 2025 based on nine contributors: Total sales growth (CCY): (13%), Adjusted EBITDA: £34m, Adjusted EBITDA margin: 2.6%.

**For further information:**

**ASOS plc**

Emily MacLeod, Head of Strategy & Investor Relations

Tel: 020 7756 1000

**Teneo**

Jonathan Sibun / Will Palfreyman

Tel: 020 7353 4200

**About ASOS**

*Founded in 2000, ASOS has 20m active customers in over 200 markets. We bring fashion lovers around the world the best and most relevant fashion through our unique own brands including ASOS DESIGN, ASOS EDITION, COLLUSION, Topshop, and Topman, styled with the most exciting products from local and global partner brands. With our expert in-house design team and agile and flexible commercial model, including ASOS Fulfilment Services, Partner Fulfils, and Test & React, we make the latest trends accessible to all and give customers the confidence to be whoever they want to be.*

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