

TR-1: Standard form for notification of major holdings

1. Issuer Details

ISIN

gb0030927254

Issuer Name

ASOS PLC

UK or Non-UK Issuer

UK

2. Reason for Notification

An acquisition or disposal of voting rights

3. Details of person subject to the notification obligation

Name

Aktieselskabet af 5.5.2010

City of registered office (if applicable)

Aarhus C

Country of registered office (if applicable)

Denmark

Name	City of registered office	Country of registered office
Nine United Properties UK Ltd.	London	United Kingdom

4. Details of the shareholder

Full name of shareholder(s) if different from the person(s) subject to the notification obligation, above

City of registered office (if applicable)

Country of registered office (if applicable)

5. Date on which the threshold was crossed or reached

01-May-2025

6. Date on which Issuer notified

05-May-2025

7. Total positions of person(s) subject to the notification obligation

	% of voting rights attached to shares (total of 8.A)	% of voting rights through financial instruments (total of 8.B 1 + 8.B 2)	Total of both in % (8.A + 8.B)	Total number of voting rights held in issuer
Resulting situation on the date on				

On the date on which threshold was crossed or reached	29.012157	0.000000	29.012157	33775687
Position of previous notification (if applicable)	28.993269	0.000000	28.993269	

8. Notified details of the resulting situation on the date on which the threshold was crossed or reached

8A. Voting rights attached to shares

Class/Type of shares ISIN code (if possible)	Number of direct voting rights (DTR5.1)	Number of indirect voting rights (DTR5.2.1)	% of direct voting rights (DTR5.1)	% of indirect voting rights (DTR5.2.1)
GB0030927254	33775687		29.012157	
Sub Total 8.A	33775687		29.012157%	

8B1. Financial Instruments according to (DTR5.3.1R.(1) (a))

Type of financial instrument	Expiration date	Exercise/conversion period	Number of voting rights that may be acquired if the instrument is exercised/converted	% of voting rights
Sub Total 8.B1				

8B2. Financial Instruments with similar economic effect according to (DTR5.3.1R.(1) (b))

Type of financial instrument	Expiration date	Exercise/conversion period	Physical or cash settlement	Number of voting rights	% of voting rights
Sub Total 8.B2					

9. Information in relation to the person subject to the notification obligation

2. Full chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held starting with the ultimate controlling natural person or legal entities (please add additional rows as necessary)

Ultimate controlling person	Name of controlled undertaking	% of voting rights if it equals or is higher than the notifiable threshold	% of voting rights through financial instruments if it equals or is higher than the notifiable threshold	Total of both if it equals or is higher than the notifiable threshold
Anders Holch Povlsen	Anpartsselskabet af 1.1.2017			
Anders Holch Povlsen	Heartland A/S			
Anders Holch Povlsen	Bestseller United A/S			
Anders Holch Povlsen	Aktieselskabet af 5.5.2010	28.259450		28.259450%
Troels Holch Povlsen	Holch Povlsen Switzerland AG			
Troels Holch Povlsen	Nine United Properties UK Ltd.	0.752708		0.752708%

10. In case of proxy voting

Name of the proxy holder

The number and % of voting rights held

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The date until which the voting rights will be held

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11. Additional Information

This notification applies for both Aktieselskabet af 5.5.2010 and Nine United Properties UK Ltd.

12. Date of Completion

05-May-2025

13. Place Of Completion

Aarhus, Denmark

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