

2 July 2025

ASOS Plc
(the "Company")

Director/PDMR Shareholding

On 1 July 2025, Aaron Izzard, Chief Financial Officer, was granted an award 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.

The award was granted to Aaron Izzard as an Executive Award under the VCP and, in summary, provides an opportunity to receive (in ASOS Plc shares) 5% 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).

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|----|---|---|-----------|
| 1. | Details of the person discharging managerial responsibilities/person closely associated | | |
| a) | Name | Aaron Izzard | |
| 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 | 1 July 2025 | |
| g) | Place of the transaction | Outside a trading venue | |

For further information:

ASOS plc

ASOS plc

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About ASOS

Founded in 2000, ASOS has 18m 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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