

25 November 2025

ASOS Plc
("ASOS" or the "Company")

Director/PDMR Shareholding

ASOS announces the following notifiable transactions by José Antonio Ramos Calamonte, Chief Executive Officer, and Aaron Izzard, Chief Financial Officer, following the vesting of conditional awards under the FY23 ASOS plc Long Term Incentive Scheme ("ALTIS") on 24 November 2025 ("Vesting"). The balance of the shares originally awarded lapsed. The shares remain subject to an additional two-year holding period.

Name	Position	No. Awards vested	No. shares sold to cover taxes and fees	No. of shares retained net of taxes and fees
José Antonio Ramos Calamonte	Chief Executive Officer	27,718	13,061	14,657
Aaron Izzard ¹	Chief Financial Officer	1,259	604	655

¹ Aaron Izzard's FY23 ALTIS award relates to a grant made during his former position as Director of Group Finance, prior to joining the Board.

José Antonio Ramos Calamonte now holds a total of 41,195 Ordinary Shares in the Company representing approximately 0.034% of the Company's issued share capital. Aaron Izzard now holds a total of 6,464 Ordinary Shares in the Company representing approximately 0.005% of the Company's issued share capital.

This announcement 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	Ordinary 3.5p shares.	
	Identification code	GB0030927254	
b)	Nature of the transaction	Acquisition of ordinary shares following the vesting ALTIS Awards	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil	27,718
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	24 November 2025	
g)	Place of the transaction	London Stock Exchange (XLON)	

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 Identification code	Ordinary shares of 3.5 pence each GB0030927254	
b)	Nature of the transaction	Sale of sufficient ordinary shares to cover taxes and fees	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		£2.19099	13,061
e)	Aggregated information - Aggregated volume - Price - Aggregated total	13,061 £2.19099 £28,616.52	
f)	Date of the transaction	24 November 2025	
g)	Place of the transaction	London Stock Exchange (XLON)	

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	Ordinary 3.5p shares.	
	Identification code	GB0030927254	
b)	Nature of the transaction	Acquisition of ordinary shares following the vesting ALTIS Awards	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil	1,259
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	24 November 2025	
g)	Place of the transaction	London Stock Exchange (XLON)	
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	Ordinary shares of 3.5 pence each	

	Identification code	GB0030927254	
b)	Nature of the transaction	Sale of sufficient ordinary shares to cover taxes and fees	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		£2.19099	604
e)	Aggregated information - Aggregated volume - Price - Aggregated total	604 £2.19099 £1,323.36	
f)	Date of the transaction	24 November 2025	
g)	Place of the transaction	London Stock Exchange (XLON)	

For further information:

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About ASOS

Founded in 2000, ASOS has 17m active customers in over 150 markets. We bring fashion lovers around the world the best and most relevant fashion through our unique own brands including ASOS DESIGN, ARRANGE, 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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