

14 January 2026

ASOS Plc
Director/PDMR Shareholding

ASOS Plc (the "Company") announces that it has been notified by William Barker, Deputy Chair, that Camelot Capital Partners LLC, a PCA to William Barker, purchased a total of 123,725 ordinary shares of 3.5 pence each in the capital of the Company ("Shares") across the transactions set out below. Following the transactions, Camelot Capital Partners LLC holds 18,579,124 Shares.

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	Camelot Capital Partners LLC						
2	Reason for the notification							
a)	Position/status	PCA to William Barker (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 Shares of 3.5 pence each						
	Identification code	GB0030927254						
b)	Nature of the transaction	Purchase of Shares						
c)	Currency	GBP						
d)	Price(s) and volume(s)	<table border="1"><thead><tr><th>Price(s)</th><th>Volume(s)</th></tr></thead><tbody><tr><td>2.941509</td><td>26,818</td></tr><tr><td></td><td></td></tr></tbody></table>	Price(s)	Volume(s)	2.941509	26,818		
Price(s)	Volume(s)							
2.941509	26,818							
e)	Aggregated information - Aggregated volume - Price - Aggregated total	26,818 2.941509 £78,885.39						
f)	Date of the transaction	8 January 2026						
g)	Place of the transaction	London Stock Exchange						

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Camelot Capital Partners LLC
2	Reason for the notification	

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a)	Position/status	PCA to William Barker (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	Ordinary Shares of 3.5 pence each
	Identification code	GB0030927254
b)	Nature of the transaction	Purchase of Shares
c)	Currency	GBP
d)	Price(s) and volume(s)	Price(s)
		2.965725
		3,787
e)	Aggregated information - Aggregated volume - Price - Aggregated total	3,787 2.965725 £11,231.20
f)	Date of the transaction	9 January 2026
g)	Place of the transaction	London Stock Exchange

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Camelot Capital Partners LLC
2 Reason for the notification		
a)	Position/status	PCA to William Barker (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 Shares of 3.5 pence each
	Identification code	GB0030927254
b)	Nature of the transaction	Purchase of Shares
c)	Currency	GBP
d)	Price(s) and volume(s)	Price(s)
		2.996059
		1,185
e)	Aggregated information - Aggregated volume	1,185

	- Price	1,100 2,996059
	- Aggregated total	£3,550.33
f)	Date of the transaction	12 January 2026
g)	Place of the transaction	London Stock Exchange

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Camelot Capital Partners LLC
2	Reason for the notification	
a)	Position/status	PCA to William Barker (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 Shares of 3.5 pence each
	Identification code	GB0030927254
b)	Nature of the transaction	Purchase of Shares
c)	Currency	GBP
d)	Price(s) and volume(s)	Price(s)
		2.895653
		91,935
e)	Aggregated information	
	- Aggregated volume	91,935
	- Price	2.895653
	- Aggregated total	£266,211.86
f)	Date of the transaction	13 January 2026
g)	Place of the transaction	London Stock Exchange

For further information:
ASOS plc

Tel: 020 7756 1000

Alex Dent, Deputy Company Secretary
Website: www.asospic.com/investors

Media:
Jonathan Sibun / Will Palfreyman, Teneo

Tel: 020 7353 4200

Background note

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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