

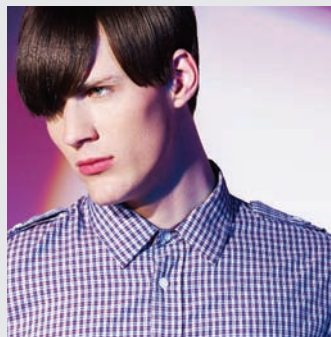
Our Business

ASOS IS THE NO. 2 PLAYER
IN THE UK ONLINE
CLOTHING MARKET

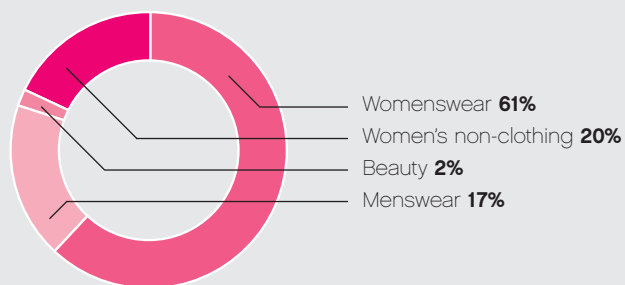
ATTRACTING OVER
3.4 MILLION VISITORS PER
MONTH

WITH OVER 14,000 LINES
FOR SALE

ASOS ADDS OVER 500
NEW PRODUCT ITEMS
PER WEEK



ASOS Percentage Sales



What the fashion press are saying:

In Style

'asos.com is a bottomless pit of fashionable pieces that make you click, click, click and buy'

Marie Claire

'asos.com has expanded into one of the most comprehensive shopping destinations online'

Daily Mail

'From sampling celebrity style to setting it, asos.com has become a style front runner'

Grazia

'With an eclectic mix of high fashion, designer pieces and A-list inspired outfits, asos.com is a one-stop shop'

Look

'Forget department store waiting lists and queues, the asos.com premium boutique is the new Bond Street'

The London Paper

'Online emporium asos just keep getting bigger and better'

Fabulous

'asos could you stop being so brilliant, you're showing up the rest of the fashion world.'

Our Business continued

ASOS Magazine

£300,000
approximate ad revenue
2007/08

482,491
average monthly
circulation from April 2007
to March 2008

Source: Audit Bureau of Circulation



ASOS PLC

ASOS Awards

getlippy.com Fashion Awards

'Best Online Shopping'

The Drapers Footwear Awards

'Retailer of the Year'

Business XL

'Growth Company of the Year'

Business XL

'Company of the Year'

APA Awards

'Most Effective Retail Consumer Publication'

Cosmopolitan Online Fashion Award

'Retailer of the Year'

Retail Week Awards 2008

'Online Retailer of the Year'

**1 year,
7 awards.**