



**WE ARE AUTHENTIC,
BRAVE AND CREATIVE
TO OUR CORE**

We focus on fashion as a force for good, inspiring young people to express their best selves and achieve amazing things. We believe fashion thrives on individuality and should be fun for everyone.

**DISCOVER THE ASOS
STORY**



Our mission is to become the world's number-one destination for fashion-loving 20-somethings.

ASOS is a unique, multi-platform experience that truly resonates with the people who use it, because it's built by them. It's a place to develop your own style and be inspired... and, of course, to shop.

2,657.7m

Retail sales in 2019, an increase of 13% on 2018.

2.3bn

Visits to our platforms in 2019.

20.3m

Active customers in 2019.

20.2m

Followers across our social media platforms, engaging with us every day.

IN THE NEWS

REGULATORY NEWS >

16/04/2020

HOLDING(S) IN COMPANY

15/04/2020

HOLDING(S) IN COMPANY

14/04/2020

HOLDING(S) IN COMPANY

14/04/2020

HOLDING(S) IN COMPANY

GLOBAL NEWS >

13/04/2020

SUPPORTING THE NATIONAL EFFORT DURING COVID-19

08/04/2020

OPEN LETTER TO THE RETAIL SECTOR FROM RT HON ALOK...

07/04/2020

INTERIM RESULTS FOR THE SIX MONTHS ENDED 29...

THE LATEST FROM THE BOARDROOM

"ASOS had a strong start to the year, making significant progress against the priorities we set out and delivering a better than anticipated first-half performance, driven by the operational improvements we are making to the business.

Along with other businesses, we have been significantly impacted by the COVID-19 outbreak. Our first priority was to quickly put in place the necessary measures to ensure the health and wellbeing of our people. I have been extremely impressed with the pace of change and the flexibility our teams have shown in adopting these new ways of working. I'd like to thank them all for the way they have responded.

Since then, we have been focused on keeping our business delivering for customers whilst implementing a series of actions to mitigate the sales impact we have been experiencing. At the same time we have been working to strengthen our financial position, including reaching agreement with our lenders to provide us with

additional short-term financial flexibility.

The ASOS business model provides us with significant resilience and we are encouraged to have seen, across our markets, that where consumers are in lockdown, ASOS continues to be an important part of their lives. We have a global platform with the capacity and capability to drive our future growth as demand returns and against that backdrop we are looking to raise incremental equity capital to ensure we have sufficient resources to capitalise on the future whatever it may hold.

The COVID crisis is clearly going to continue to be tough for everyone and the short-term outlook remains highly uncertain, but the measures we have taken ensure we are able to be clearly focussed on making sure that ASOS emerges as a stronger and better business."

Nick Beighton
CEO, 07 April 2020

WEBCAST >

STATEMENT >

PRESENTATION >



**FASHION WITH
INTEGRITY**

Our corporate responsibility programme, Fashion with Integrity drives our transparent, responsible and inclusive approach to business. 'Fashion With Integrity' means a transparent, responsible and proactive approach to managing the fashion industry's impact on people, animals and the environment.

OUR PRODUCTS

OUR SOURCING STRATEGY FOCUSES ON THREE

KEY AREAS:

ETHICAL TRADING, SUSTAINABLE SOURCING AND ANIMAL WELFARE.



MODERN SLAVERY STATEMENT

OUR CUSTOMERS



[ASOS.COM](#)

[SITE MAP](#)

[CONTACTS](#)

[ACCESSIBILITY](#)

[PRIVACY](#)

This site uses cookies. To see how cookies are used, please review our [cookie notice](#). If you agree to our use of cookies, please continue to use our site.
[Continue](#)