

press release

13 April 2011

International sales push ASOS to new heights

- Sales from overseas markets increase by 367%
- UK sales remain strong despite the flagging UK high street
- The Share Centre list ASOS as a 'Buy' for investors seeking growth

As ASOS' share price rises over 6% in early morning trading, Nick Raynor, investment adviser at The Share Centre, explains why this online retailer remains a buy for investors.

"This rags to riches story started in 2003 when the share price began trading at just 3p. Thanks to the internet and an increasing desire by the youth of today to dress like their idols, the share price has soared and these results suggest there is more to come.

"ASOS has performed far better than expected as year-on-year sales increased 70% in Q4. The UK market has been the retailer's core sales area in the past; however international sales were its main strength in these figures as revenue grew by a whopping 161% to £48.4m.

"European sales increased 77% to £21.3m, US sales grew by 222% to £7.1m and in the rest of the world sales rose by a massive 367% to £20m. Although the UK high street is struggling, with its online only presence ASOS has remained stable with a 24% increase in revenue to £44.9m.

"It is worth investors keeping an eye out for any bid news to come from Danish fashion retailer Bestseller. The company has recently increased its stake in ASOS to 20% and a takeover could see the share price move even higher during 2011.

"Since we first recommended ASOS as a 'buy' in June 2010 the share price has risen from £7 to £18. We feel its international expansion coupled with the fact it is in the almost unique position of

having no debt and rising levels of cash in the bank makes ASOS a strong 'buy' for investors seeking growth."

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About The Share Centre:

The Share Centre was established in 1990 to provide value-for-money share services for private investors. Its range of services includes buying and selling shares (by Internet, telephone and post) and a comprehensive share administration and safe custody service. Tax-efficient investment 'wrappers' including ISAs, CTFs and SIPP's are also available.

The Share Centre's Advice team provides comment on market sectors, individual shares and funds on www.share.com. Access is available to customers and registered users of the site. Registration

is free. To understand how our Advice team arrive at their views please read our [Investment Research Policy](#). The Share Centre blog is also available at <http://blog.share.com>.

In addition, account customers can receive individual telephone advice on UK-listed shares and on funds traded via the CoFunds trading platform.

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