

## press release

2 June 2011

### ASOS are in fashion with shoppers and investors

- ASOS report a 142% increase in international sales
- ASOS manage growth in the UK despite the economic climate
- The Share Centre currently list ASOS as a 'buy' for higher risk investors

**As online retailer ASOS report positive growth figures, Nick Raynor, investment adviser at The Share Centre, explains why investors should take a closer look.**

“Early morning trading saw ASOS’ share price fall 5% despite a positive set of results from the online fashion retailer. This is because of disappointment from the market as figures were slightly below expectations due to a one off cost for a new 530,000 sq ft warehouse.

“It’s impressive to see that despite the UK retail sector suffering in the current economic climate and becoming far more competitive, ASOS increased sales in the region by 25% to £184.1m. ASOS is in the perfect position to benefit from the increasing trend of UK consumers to shop online rather than in store.

“However it’s the company’s international exposure that’s the real attraction for the investor. International sales were up 142% to £140m as ASOS push for less reliance on the UK market. After successful launches of country specific sites in the US, France and Germany, the retailer is planning three more this year.

“Since we first recommended ASOS as a ‘buy’ in June 2010 the share price has risen by 317.5% from £6.96 to £22.10 and we feel there is more to come. The online retailer aims to reach sales of £1bn by 2015 and if its international expansion continues at the rate we are currently seeing, this is certainly possible.”

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**Risk Warnings:**

Investing in general, and the products and services mentioned above may not be suitable for all: if in doubt, individuals should seek independent financial advice. The value of investments and the income from them can go down as well as up and investors may not get back their original investment. Past performance is not a reliable indicator of future performance.

The bases and levels of taxation relating to ISAs, CTFs and SIPP's are subject to change and the value of these tax allowances may depend upon the circumstances of the individual.

**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](http://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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