



**boohoo.com plc**  
**("boohoo.com" or the "Company")**

### **Half Year Trading Update and Notice of Interim Results**

**boohoo.com** (AIM: BOO), one of the UK's largest pure-play online, own brand fashion retailers, is pleased to announce a trading update ahead of its interim results for the six months to 31 August 2014.

Revenue for the half year is approximately £67m, up 31% compared with the same period last year or 36% on a constant currency basis (CER). Revenue growth during the first half has continued to accelerate in line with management expectations with second quarter revenue growth of 37% or 41% CER up from 24% and 28% respectively in the first quarter. Improvement in growth was seen across all regions during Q2 with the UK up 50%, the Rest of Europe up 61% CER (50% reported) and the Rest of the World up 8% CER (0% reported).

The Company confirms that it continues to trade in line with expectations for the full year to 28 February 2015.

The Company also announces that it will issue its interim results for the six months to 31 August 2014 on Tuesday 14 October 2014. An analyst briefing will be held at 9.30am on 14 October 2014 at the offices of Buchanan, 107 Cheapside, EC2V 6DN.

#### **Enquiries:**

##### **boohoo.com plc**

Mahmud Kamani, Joint Chief Executive  
Carol Kane, Joint Chief Executive  
Neil Catto, Chief Financial Officer  
Benjamin Robertson, Investor Relations

**c/o Buchanan +44 (0)20 7466 5000**

[ben.robertson@boohoo.com](mailto:ben.robertson@boohoo.com)

##### **Buchanan – Financial PR adviser**

Richard Oldworth  
Helen Chan  
Gabriella Clinkard

**+44 (0)20 7466 5000**

[boohoo@buchanan.uk.com](mailto:boohoo@buchanan.uk.com)

##### **Zeus Capital – Nominated adviser and broker**

Nick Cowles  
Andrew Jones  
John Goold

**Tel: +44 (0)161 831 1512**

**Tel: +44 (0)20 7533 7727**

#### **About boohoo.com**

“The Global Fashion Leader for a Social Generation”

boohoo.com is one of the UK's largest pure-play online, own brand fashion retailers. The Company designs, sources, markets and sells own brand clothing, shoes and accessories through the [www.boohoo.com](http://www.boohoo.com) website to a core market of 14-35 year old consumers in the

UK and globally.

boohoo.com is focused on selling the latest on-trend fashions across a range of aspirational, but value orientated, boohoo branded products. Founded in 2006, boohoo.com has grown rapidly, developing a brand identity and an international online proposition for consumers.

[www.boohoo.com](http://www.boohoo.com)

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