

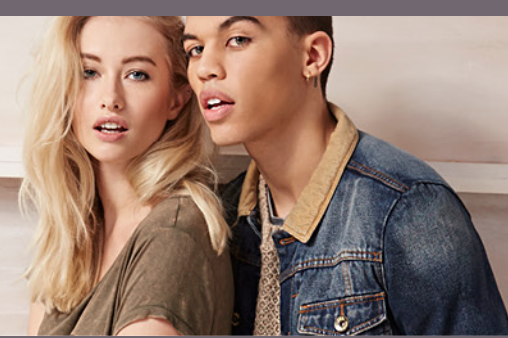
FINAL RESULTS

FOR THE YEAR ENDED 28
FEBRUARY 2015

Wednesday, 6th May 2015



2014/15 HIGHLIGHTS



- ✓ Warehouse capacity increased
- ✓ Warehouse extension
- ✓ WMS system implemented
- ✓ Responsive website design
- ✓ Australia turnaround
- ✓ USA building momentum

- ✓ Four further currency options for Scandinavian customers
- ✓ Cohesive marketing campaigns - #experienceeverything, #wherewestand, #weareus
- ✓ New payment gateway
- ✓ International price changes
- ✓ Sunday delivery
- ✓ Foreign language sites



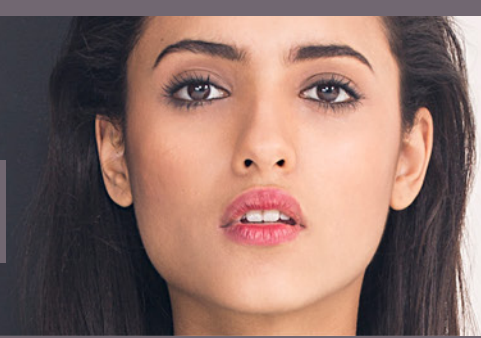
NEIL CATTO
CFO



FINANCIAL HIGHLIGHTS

- ❑ Revenue up 27% to £139.9m (2014 £109.8m)
- ❑ UK growth 33% year on year
- ❑ Return to growth in rest of the world region
- ❑ Underlying EBITDA £14.1m (10.1% of sales)
- ❑ Gross margin at 60.8%
- ❑ Warehouse capacity increased
- ❑ Significant IT developments – foreign language sites, WMS implementation, responsive website
- ❑ Positive impact of international pricing strategies

SUMMARY INCOME STATEMENT



Year ended 28 February (£m)	2015	2014	Change
Revenue	139.9	109.8	+27%
Gross profit	85.0	64.9	+31%
<i>Gross margin</i>	60.8%	59.1%	+170bps
Operating profit	10.6	10.8	-2%
EBITDA (adjusted)	14.1	12.2	+16%
Profit before tax	11.1	10.7	+3%

Pro forma gross profit ¹	85.0	68.9	+23%
<i>Pro forma gross margin</i>	60.8%	62.8%	-200bps
Pro forma EBITDA (adjusted)	14.1	16.0	-12%
Pro forma EBITDA margin	10.1%	14.6%	-450bps

- ❑ Gross margin increase due to change in sourcing model
- ❑ Operating profit margin 8.4% before exceptional IPO costs of £1.2m
- ❑ Adjusted EBITDA margin 10.1%

¹ Unaudited pro forma gross profit is adjusted to reflect direct sourcing by boohoo.com plc, not via (now discontinued) related party companies

CALCULATION OF ADJUSTED EBITDA

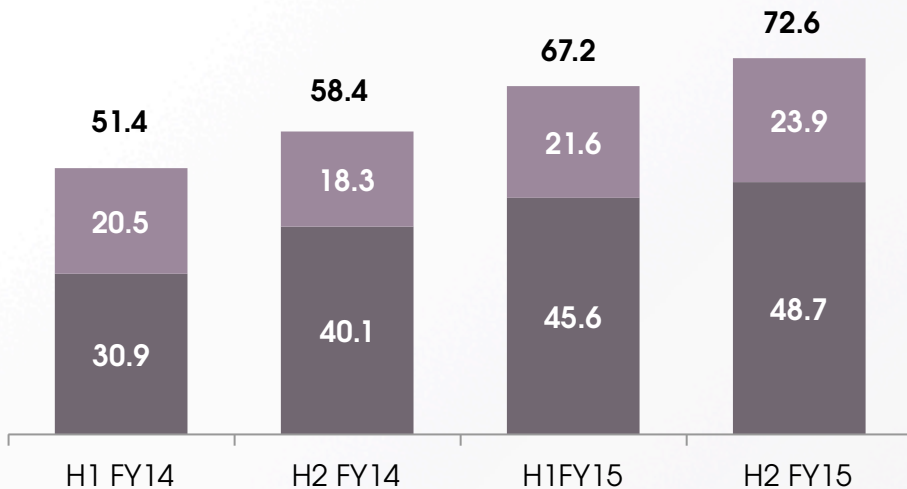
Year ended 28 February (£m)	2015 actual	2014 actual	Change	2014 pro forma	Change
Operating profit	10.6	10.8	-2%	14.7	-28%
Exceptional IPO costs	1.2	0.4	+234%	0.4	+234%
Operating profit before exceptional items	11.8	11.2	+6%	15.1	-21%
Depreciation and amortisation	2.0	1.0	+100%	1.0	+100%
Share-based payments charge	0.3	-	n/a	-	n/a
Adjusted EBITDA	14.1	12.2	+16%	16.0	-12%

¹ Unaudited pro forma gross profit is adjusted to reflect direct sourcing by boohoo.com plc, not via (now discontinued) related party companies



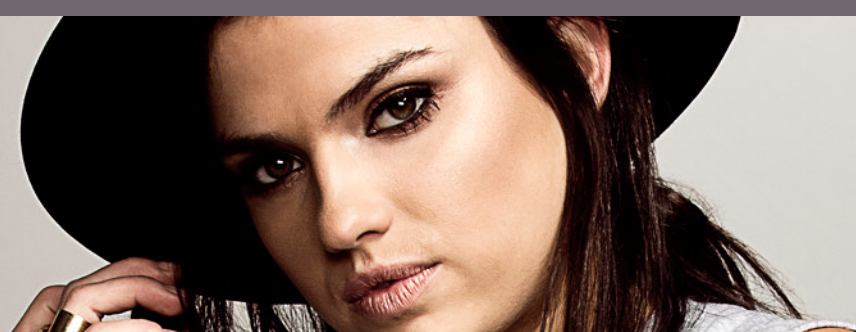
INTERNATIONAL

<i>Sales by geographic segment £m</i>	Year ended 28 February 2015	Year ended 28 February 2014	Change	CER
UK	94.4	71.0	+33%	+33%
Rest of Europe	18.1	13.1	+39%	+47%
Rest of world	27.4	25.7	+7%	+16%
Total revenue	139.9	109.8	+27%	+31%



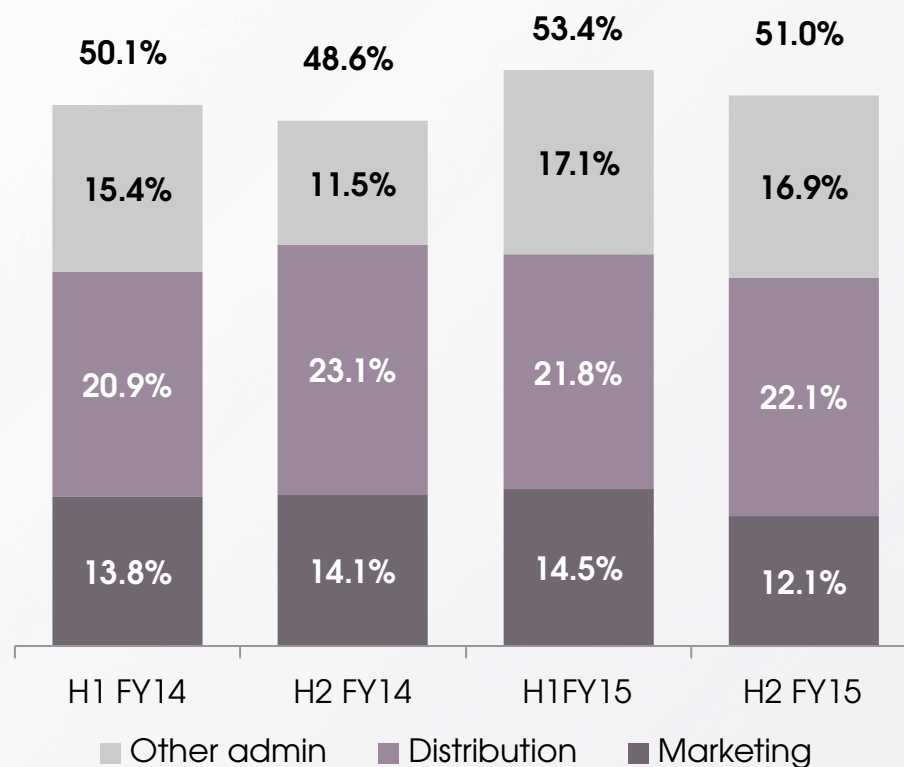
- Strong growth globally
- Europe showing potential with focus on key markets
- Return to growth in rest of world driven by Australia turnaround and increased momentum in USA

OPERATING COSTS

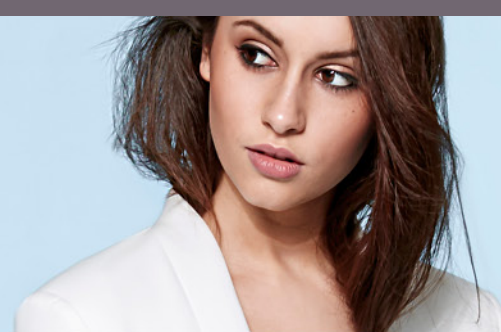


Year ended 28 February, £m	2015	2014	Change
Marketing	18.5	15.3	+21%
Distribution	30.7	24.3	+26%
Other admin	23.7	14.6	+63%
TOTAL	72.9	54.2	+35%

Year ended 28 February, % revenue	2015	2014	Change
Marketing	13.2%	14.0%	-71bps
Distribution	21.9%	22.1%	-21bps
Other admin	17.0%	13.3%	+369bps
TOTAL	52.1%	49.4%	+277bps



OPERATING CASH FLOW



Year ended 28 th February, £m	2015	2014
Profit for the year	8.4	8.4
Depreciation/amortisation	2.0	1.0
Share-based payment charges	0.3	-
Tax expense	2.6	2.3
Finance expenses	(0.5)	0.1
Increase in inventories	(1.4)	(3.0)
Increase/decrease in receivables	(0.5)	(3.2)
Increase in payables	3.1	2.2
Operating cash flow	14.0	7.8
Capital expenditure	(8.2)	(4.6)
Free cash flow	5.8	3.2

- Efficient conversion of EBITDA to cash
- Inventory tightly controlled
- Working capital inflow of £1.2m (0.9% of sales) from stock/receivables/payables
- Capital expenditure reflects warehouse extension, WMS investment and increased mezzanine capacity
- Free cash flow does not include proceeds from IPO or exceptional IPO expenses

BALANCE SHEET



At 28 February, £m	2015	2014
Assets		
Intangible assets	4.6	3.1
Property, plant and equipment	10.9	6.2
Deferred tax	0.1	-
Non-current assets	15.6	9.3
Working capital	(2.9)	(1.2)
Net financial assets	0.8	0.1
Cash and cash equivalents	54.1	5.4
Debt	-	(2.7)
Current tax liability	(1.2)	(1.1)
Net assets	66.4	9.8

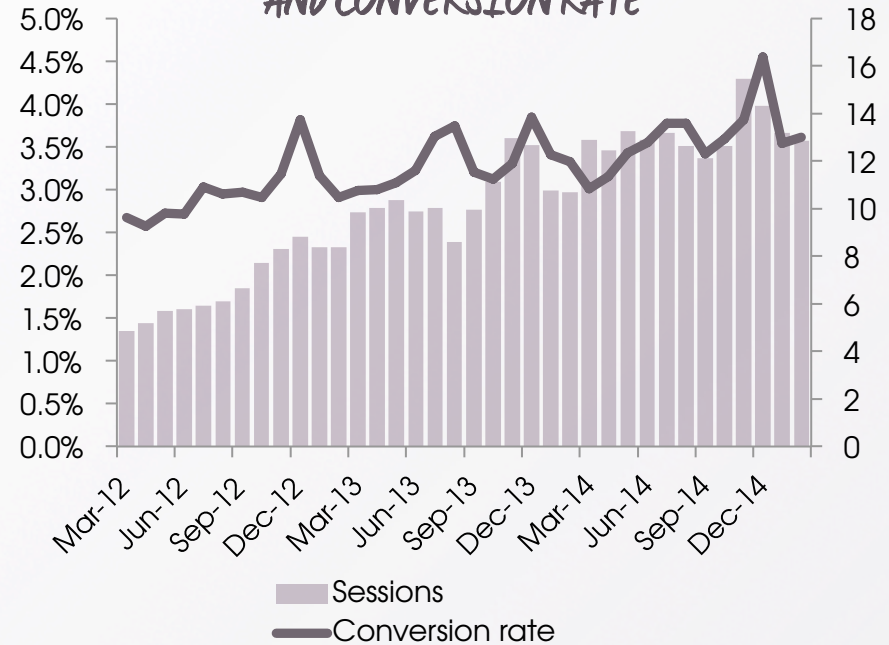
- ❑ IPO proceeds of £47.5m (net of transaction related costs) received after the balance sheet date
- ❑ Investments in warehouse and IT (WMS system)
- ❑ Negative net working capital now purely with third parties
- ❑ £2.7m warehouse loan repaid in April 2014
- ❑ Capital employed excluding excess cash of £3.2m

KPIS



Indicator	2015	2014	Change
Active customers ¹	3.0m	2.3m	+29%
Number of orders	5.8m	4.2m	+36%
Conversion rate ²	3.6%	3.3%	+30bps
Average order value ³	£35.28	£36.59	-4%
Number of items in a basket	2.56	2.38	+7%

MONTHLY SESSIONS (MILLIONS)
AND CONVERSION RATE²

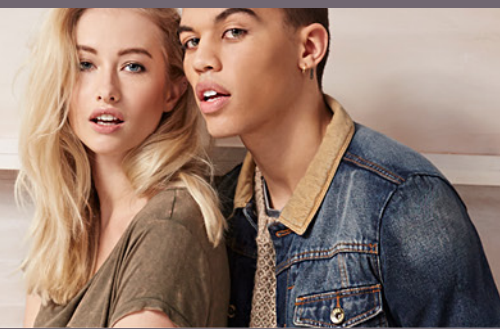


¹ Defined as having shopped in the last year

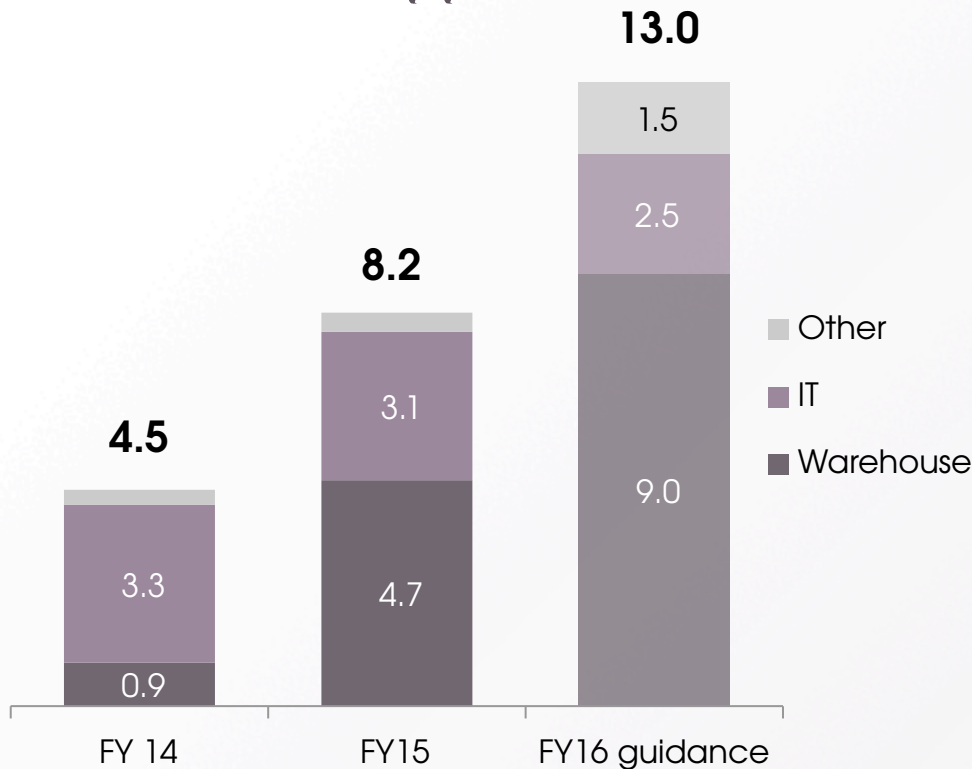
² Defined as the number of orders as a percentage of website sessions

³ Gross sales including VAT/sales tax divided by the number of orders

CAPEX



CAPITAL EXPENDITURE BY YEAR



- ❑ Warehouse extension complete May 2015 – expenditure in 2014/15 was £4.7m, £2.5m less than plan – this expenditure will fall into 2015/16
- ❑ Fit out begins June 2015
- ❑ Capex guidance for 2015/16 - £13.0m including final costs for warehouse extension
- ❑ Does not include any costs of automation in Burnley which could commence in FY16



CAROL KANE

JOINT CEO

OUR FASHION



Range extension

- Plus, Petite, Fit,



boohoo⁺
Nadia Abouhosn



OUR FASHION

Shops within shops

- ❑ Night, Blue, Dare to Flare, Basics

NIGHT

Not just dresses from ENHANCE CO-ORDS TO HEAD-TURNING BODYCONS AND STATEMENT ACCESSORIES, BOOHOO NIGHT IS MADE TO MAKE AN ENTRANCE.

NOW POUT, #SELFIE AND HIT THE FLOOR!

SHOP NOW >

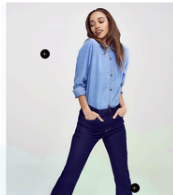
CELEB STYLE STEAL
All Hail Kim K

WORKING A SLINKY CO-ORD LIKE HO-ONE ELSE, SHE'S THE HOTTEST NAME ON EVERYONE'S LIPS #BOOHOO TRENDS & LAND. MAKE LIKE KIM HAVE TONAL SCRAPER HEEL ACCESSORIES



Dare To Flare

70S INSPIRED FLARES ARE THE SHAPE OF THE SEASON SO MAKE LIKE POPPY D, ALEXA & CO. AND INJECT SOME SERIOUS SASS INTO YOUR EVERYDAY LOOK.



BASICS

WARDROBE ESSENTIALS FROM £5

WHAT'S HOT THE DRAPED PLAYLIST TWIST AND SHOUT IN THIS PARTY READY FAVOURITE IT'S PLAYTIME

NOT SO BASIC WE'LL BE FEATURING OUR FAVOURITE LOOKS EVERY MONTH SO SHOW US YOUR #BOOHOOSTYLE

CELEB STYLE
JOURDAN DUNN



boohoo.com
TWEENTYFOUR | BEST OF FASHION

NEW IN | NUMBER | BEST | TREND

BLUE

MORE THAN JUST JEANS

MAKE LADBACK STYLING A BREED WITH THE NEW BOOHOO BLUE COLLECTION. MEET AROUND AN ESSENTIAL EDIT OF DENIM, VISUALLY FRESH FROM NEW CUTS AND COLOURS SUCH AS BURNED, BLEND WITH BELLEVUE TRENDS AND CRYSTAL SHARPEN TO VIBRANT THE TV MATHS YOUR EVERYDAY LOOK WITH LAZE.

SHOP WOMENS > **SHOP MENS >**

Find Your Fit

MAKE YOUR JEANS COME TRUE WITH OUR NEW SEASON DENIM GUIDE

SECOND SKIN
LARA

BORROWED FROM THE BOYFRIEND
ERANNA

70S STYLE HERO
AMY

IT'LL BE ALL WHITE
MEXE

Get Casual

BLUE CRUSH
MINDY ANDER
MEET THE QUEEN OF PROMPTO COOLS.
STEAL HER STYLE >

SAY IT LOUD
MINDY ANDER
MEET THE QUEEN OF PROMPTO COOLS.
STYLE ME >

BUYER'S EDIT
TAYLOR IS LARDED IN SO-OBVIOUS SHE MADE WE CAN'T NOT ENOUGH.
BUY ME >

DARE TO FLARE

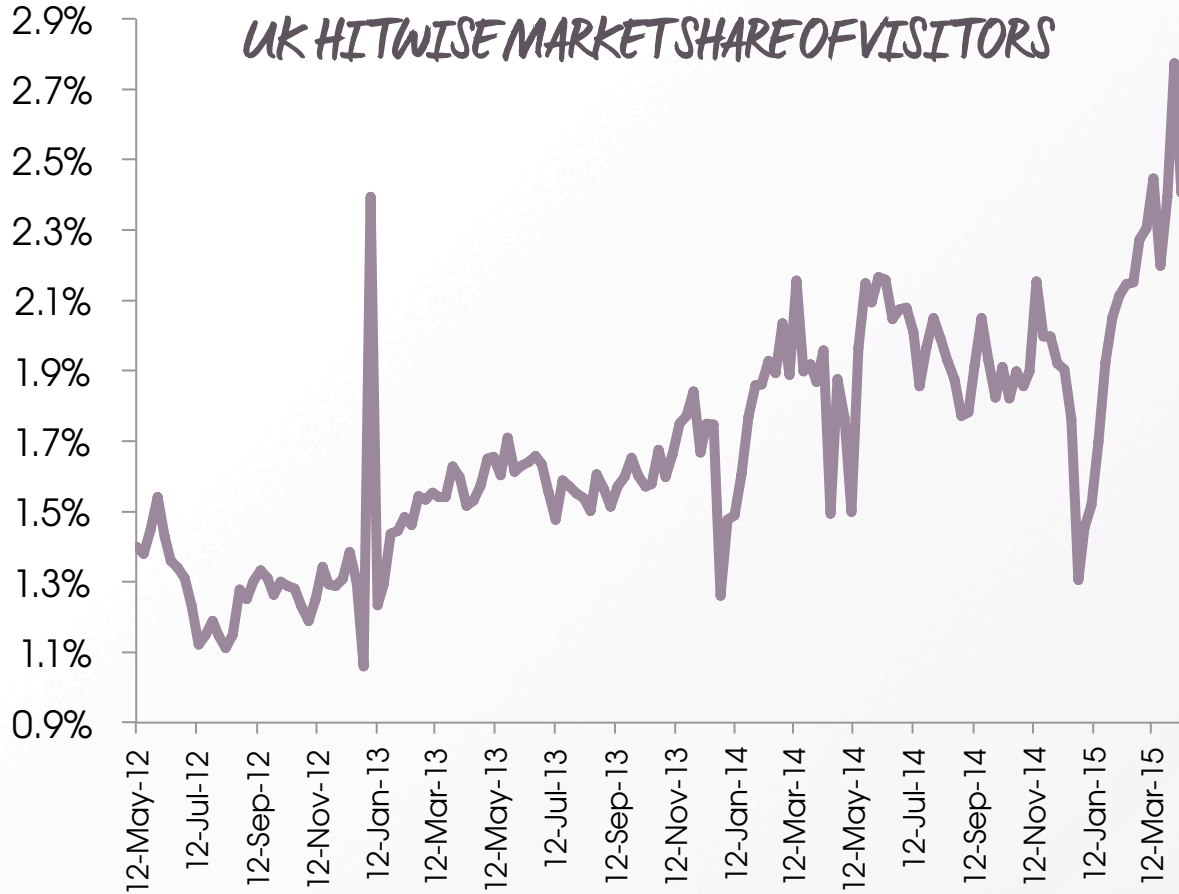
SMOCK IT LIKE IT'S HOT.

MINDY ANDER DRESSER YOUR GO-TO DRESS FOR EVERYDAY COOL.
SHOP WOMENS >

DARE TO FLARE

MINDY ANDER
MEET THE QUEEN OF PROMPTO COOLS.
SHOP JACKETS > **SHOP JEANS >**

OUR MARKET SHARE - UK



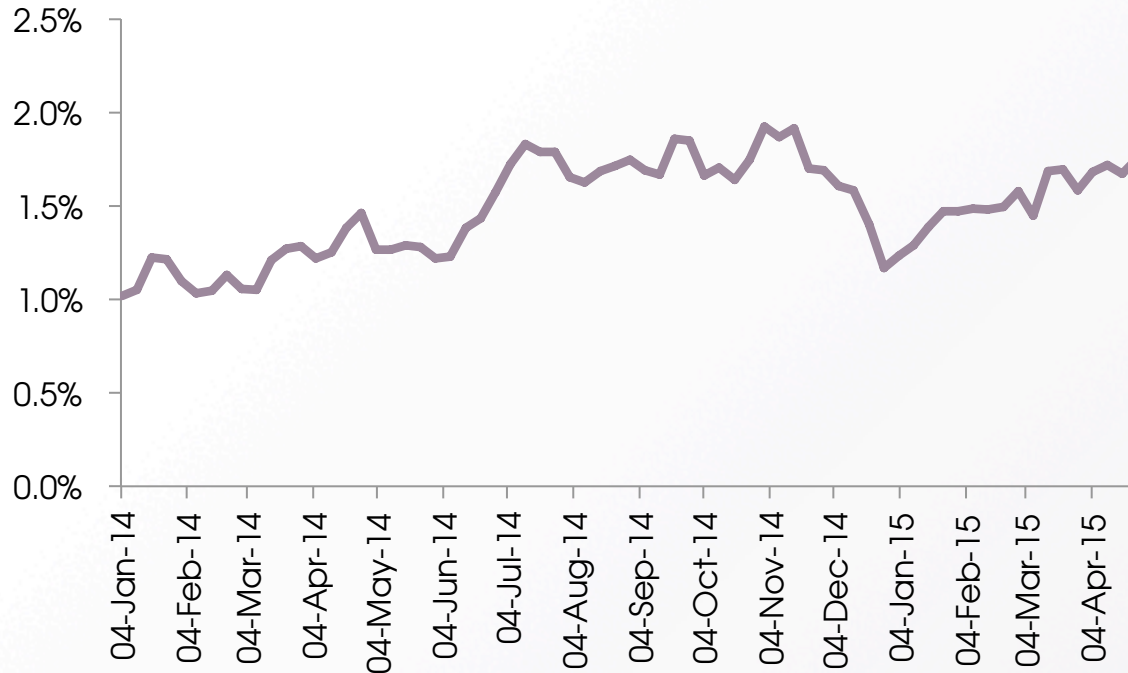
Top 5 - 4th April 2015

1	Next	6.68%
2	ASOS	6.25%
3	New Look	4.34%
4	boohoo.com	2.78%
5	George at Asda	2.59%

OUR MARKET SHARE - AUS



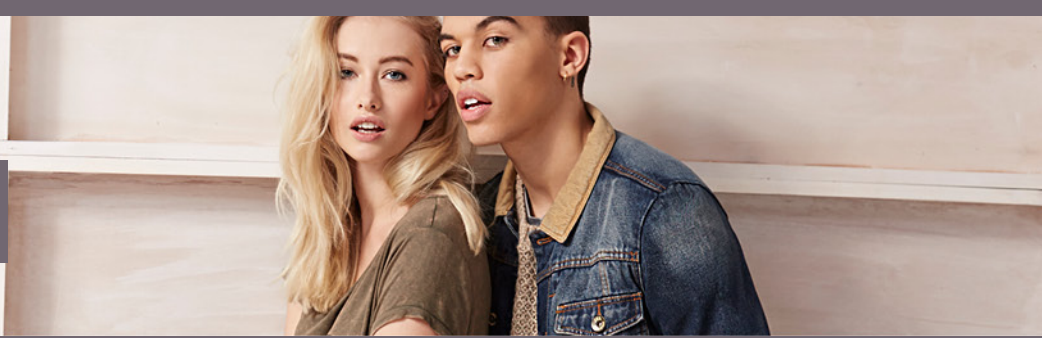
AUS HITWISE MARKET SHARE OF VISITORS



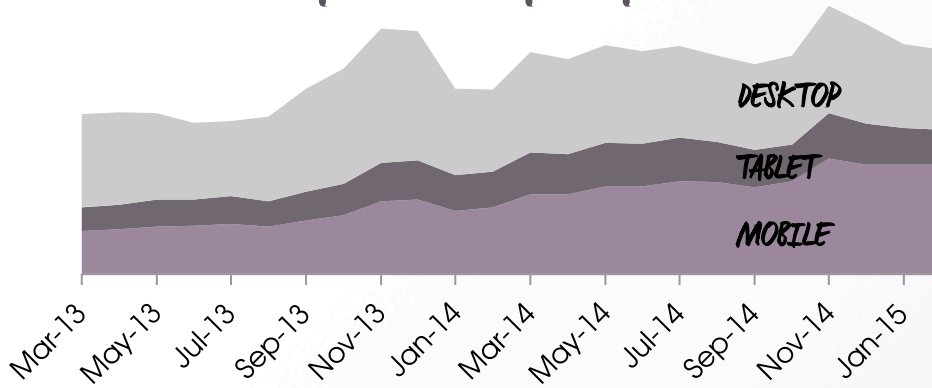
Top 5 - 4th April 2015

1	ASOS	4.45%
2	The Iconic	3.97%
3	Ozsale.com.au	3.46%
4	Cotton On	2.37%
5	boohoo.com	1.68%

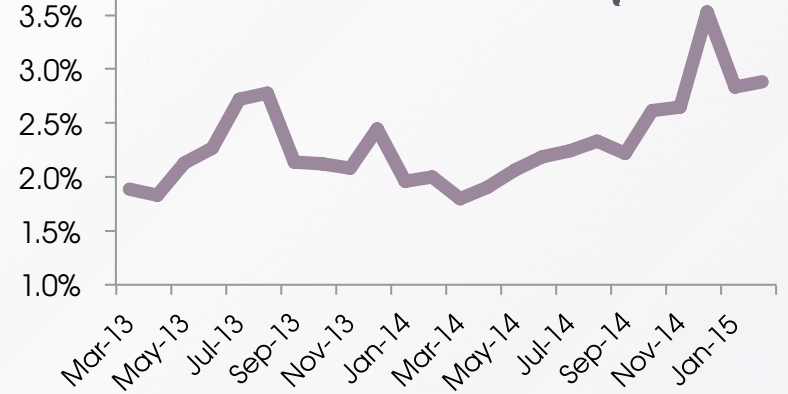
MOBILE ENGAGEMENT



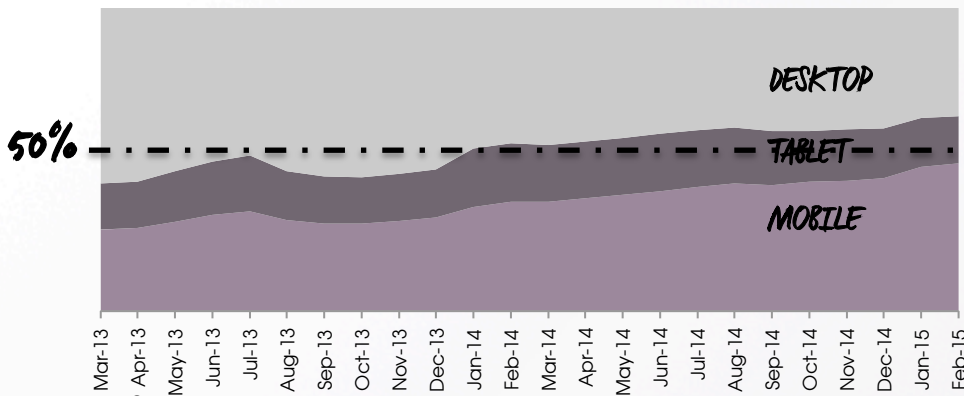
SESSIONS BY DEVICE TYPE BY MONTH



MOBILE CONVERSION BY MONTH

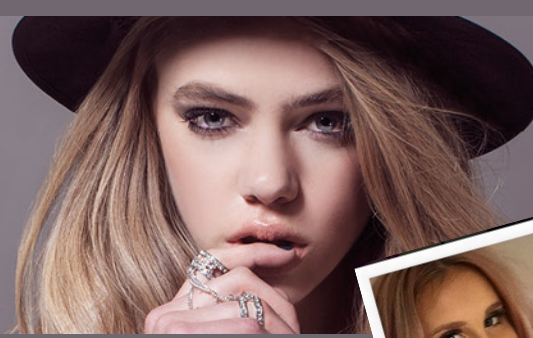


SESSION MIX (%) BY DEVICE TYPE BY MONTH



- Responsive site implemented September 2014
- Conversion improvement
- Proportion of mobile traffic continues to increase
- APP work in progress

SOCIAL ENGAGEMENT



DON'T BE FOOLED
 BY NUMBER OF LIKES OR FANS
 - ENGAGEMENT IS WHAT COUNTS!

	boohoo	ASOS	New Look	Topshop	Next
Facebook fans	2.1m	3.5m	3.0m	3.9m	1.4m
Facebook engagement %	0.206%	0.011%	0.003%	0.007%	0.086%
Instagram fans	0.8m	2.7m	0.6m	4.0m	0.1m
Instagram post engagement	1.7%	1.2%	2.0%	1.2%	1.2%
Instagram profile engagement	7.6%	3.7%	2.4%	3.6%	4.9%
Twitter fans	0.4m	0.8m	0.3m	1.1m	0.2m
Twitter engagement	0.0059%	0.0057%	0.0066%	0.0026%	0.0039%



SOCIAL ENGAGEMENT



OUR BRAND ADVOCATES



Zoella

8m Youtube subscribers
3m Instagram followers



MarziaPie

5m Youtube subscribers
2.2m Instagram followers



Carli Bybel

2.7m YouTube subscribers
1.8m Instagram followers



HIGHLIGHTS VIDEO



SUMMARY

- ❑ 2014/15 – a year of progress and investment
- ❑ SS15 marketing campaigns seeing a good response
- ❑ UK momentum recovering in the new financial year
- ❑ Continued momentum internationally with focus on key markets
- ❑ Focus on execution