

boohoo.com plc – trading update and notice of interim results announcement

“The Global Fashion Leader for a Social Generation”

boohoo.com plc, ('the Company'), will be announcing its results for the six months to 31 August 2016 on 27 September 2016. The board is making this statement to update the market on trading since the Company's three month trading update for the period ended 31 May 2016, announced on 8 June 2016.

The Company has performed well during the first five months of the year and the start to August has been encouraging. Demand has been robust and sales momentum in the first quarter has continued into the second quarter. Sell through of seasonal stock has been strong through the Spring and Summer season.

Consequently, the board now anticipates that the results for the current year will be above expectations with increased sales growth of between 28% and 33% (against previous guidance of 25% to 30%). As a result of operating leverage in the business, the board currently anticipates improved EBITDA margins for the financial year and further guidance will be given at the interim results in September. The board continues to be positive about the trading environment for boohoo.com.

This announcement has been determined to contain inside information.

Enquiries

boohoo.com plc

Mahmud Kamani, Joint Chief Executive
Carol Kane, Joint Chief Executive
Neil Catto, Chief Financial Officer

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

Buchanan - Financial PR adviser

Richard Oldworth
Hannah Brandstaetter
Madeleine Seacombe

Tel: +44 (0)20 7466 5000
boohoo@buchanan.uk.com

Zeus Capital - Nominated adviser and joint broker

Nick Cowles/Andrew Jones (*Corporate Finance*)
John Goold/Benjamin Robertson (*Corporate Broking*)

Tel: +44 (0)161 831 1512

Tel: +44 (0)20 3829 5000

Jefferies Hoare Govett - joint broker

Nick Adams
Max Jones

Tel: +44 (0)20 7029 8000

About boohoo.com

“24/7 Global Fashion”

Keeping one step ahead of the trends or making a subtle style change is easy with boohoo.com and with up to 100 pieces hitting the site every day and a new collection each week, boohoo.com never stops - it's 24/7 fashion at its best.

From the UK's best kept fashion secret to one of the fastest growing own-brand, international retailers, boohoo.com has quickly evolved into a global fashion leader of its generation. Combining cutting-edge, aspirational design with an affordable price tag, boohoo.com has been pushing boundaries since 2006 to bring its customers all the latest looks for less.

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