

Completion of Acquisition boohoo.com plc

Following the announcement on 14 December 2016, boohoo.com plc (“boohoo” or “the Group”), the leading online fashion retailer, today announces that the Group has completed the acquisition of 66% of 21 Three Clothing Company Ltd (“PrettyLittleThing”), paying a cash consideration of £3.3 million (“the transaction”). The transaction was on a cash free debt free basis and therefore the final consideration payable remains subject to the agreement of PrettyLittleThing’s completion accounts as at 3 January 2017. The Group will consolidate PrettyLittleThing from 3 January 2017.

PrettyLittleThing is a fast growing, international online retail brand, which complements boohoo’s own inclusive and innovative brand. The Board expects the transaction to extend the Group’s presence in the UK and internationally and enhance the Group’s strong growth trajectory.

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About boohoo.com

“The voice and style of the social generation”

Keeping one step ahead of the trends or making a subtle style change is easy with boohoo.com and with up to 100 new pieces hitting the site every day and a new collection each week, boohoo.com never stops – it is 24/7 fashion at its best. From the UK’s best kept fashion secret to one of the fastest growing 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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About PrettyLittleThing

Founded in 2012, PrettyLittleThing (“PLT”) originated as an accessories only website. It soon saw that its customers wanted to buy top to toe outfits and introduced a clothing range in 2013. Since then PLT has grown

boohoo.com

into a forward-thinking fashion brand offering killer affordable style to female fashion breakers and makers. The business is all about the right here, right now. PLT doesn't just anticipate trends; it creates them, taking inspiration from the catwalk, celebrities, and influencers, making sure they're available for the customer to shop on PLT's site before they're available anywhere else.

www.prettymittlething.com

ie.prettymittlething.com

www.prettymittlething.us

www.prettymittlething.com.au

This announcement has been determined to contain inside information.