

This announcement contains inside information

boohoo.com plc – trading statement for the four months ended 31 December 2017**“Leading the fashion eCommerce market”**

£ million	Four months to 31 December				Ten months to 31 December			
	FY18	FY17	Increase	CER ⁽¹⁾	FY18	FY17	Increase	CER
Group total revenue	228.2	114.3	100%	93%	491.1	241.6	103%	97%
Revenue by region								
UK	135.7	65.5	107%	107%	299.0	147.2	103%	103%
ROE ⁽²⁾	28.2	14.0	102%	76%	56.0	28.7	95%	77%
USA	39.6	19.3	105%	102%	79.2	34.5	129%	122%
ROW ⁽³⁾	24.7	15.6	59%	46%	56.9	31.2	82%	68%

(1): CER designates Constant Exchange Rate translation of foreign currency revenue. (2) ROE is rest of Europe. (3) ROW is rest of world.

Highlights for the four months ended 31 December 2017**Group**

- Record revenues for all brands in highly successful trading period
- Strong revenue growth of 100% (93% CER⁽¹⁾) spread across all geographic regions
- Gross margin 52.5% (2017: 53.1%). Retail gross margin 54.2% (2017: 54.4%)
- Strong balance sheet with net cash of £127 million (2017: £69 million)

boohoo

- Revenue £142.6 million, up 25% (21% CER) against strong prior year comparative (+55%)
- Year-to-date revenue £324.4 million, up 34% (31% CER)
- Gross margin 50.7%, down 240bps in line with planned investments in the customer proposition. Retail gross margin 52.5% (2017: 54.4%)

PrettyLittleThing

- Revenue £73.8 million, up 191% on prior year comparative
- Year-to-date revenue £146.4 million, up 232% on prior year comparative
- Gross margin 55.3%, retail gross margin 57.0%

Nasty Gal

- Revenue £11.9 million, increasing month-on-month from start-up in March 2017
- Year-to-date revenue £20.2 million

Guidance

Group revenue growth for this financial year is now expected to be around 90%, ahead of our previous guidance of around 80%, which was raised from 60% at our interim results in late September. We now expect group adjusted EBITDA margins to be between 9.25% and 9.75%, narrowing the range from the 9% to 10% as guided at our interim results.

Mahmud Kamani and Carol Kane, joint CEOs, commented:

“We are delighted to report another set of strong financial and operational results, with record sales in the four months to December across all our brands. The Black Friday period was our most successful ever and we traded well throughout the period under review. boohoo has continued to perform well, delivering strong revenue growth on increasingly challenging comparatives last year. PrettyLittleThing has continued to deliver exceptional

results and Nasty Gal is making excellent progress in its first year. Our focus remains on the customer proposition: offering the best range of the latest fashion at affordable prices, coupled with great customer service.”

Investor and analyst conference call

boohoo.com will host a conference call for analysts and investors at 9.30am (UK time), 11 January. Dial in details:

UK Toll Number: +44 (0)20 3428 1542
UK Toll-Free Number: +44 (0)80 8237 0040
URL for international dial in numbers http://events.arkadin.com/ev/docs/FEL_Events_International_Access_List.pdf
Participant PIN Code: 19431473#

Notice of results

boohoo.com expects to report its results for the 12 months to 28 February 2018 on 25 April 2018.

Enquiries

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About boohoo.com plc

“Leading the fashion eCommerce market”

Founded in Manchester in 2006, the group started life as boohoo.com, an inclusive and innovative brand targeting young, value-orientated customers. For over 10 years, boohoo has been pushing boundaries to bring its customers up-to-date and inspirational fashion, 24/7. boohoo has grown rapidly in the UK and internationally, expanding its offering with range extensions into menswear and children’s wear, through boohooMAN and boohooKIDS.

In early 2017 the group extended its customer offering through the acquisitions of the vibrant fashion brand PrettyLittleThing, and free-thinking brand Nasty Gal. United by a shared customer value proposition, our brands design, source, market and sell great quality clothes, shoes and accessories at unbeatable prices. This investment proposition has helped us grow from a single brand, into a major multi-brand online retailer, leading the fashion eCommerce market for 16 to 30-year-olds around the world. Today the boohoo group sells to over 8 million customers in almost every country in the world.

Cautionary Statement

Certain statements included or incorporated by reference within this announcement may constitute “forward-looking statements” in respect of the group’s operations, performance, prospects and/or financial condition. Forward-looking statements are sometimes, but not always, identified by their use of a date in the future or such words and words of similar meaning as “anticipates”, “aims”, “due”, “could”, “may”, “will”, “should”, “expects”, “believes”, “intends”, “plans”, “potential”, “targets”, “goal” or “estimates”. By their nature, forward-looking statements involve a number of risks, uncertainties and assumptions and actual results or events may differ materially from those

expressed or implied by those statements. Accordingly, no assurance can be given that any particular expectation will be met and reliance should not be placed on any forward-looking statement. Additionally, forward-looking statements regarding past trends or activities should not be taken as a representation that such trends or activities will continue in the future. No responsibility or obligation is accepted to update or revise any forward-looking statement resulting from new information, future events or otherwise. Nothing in this announcement should be construed as a profit forecast. This announcement does not constitute or form part of any offer or invitation to sell, or any solicitation of any offer to purchase any shares or other securities in the Company, nor shall it or any part of it or the fact of its distribution form the basis of, or be relied on in connection with, any contract or commitment or investment decisions relating thereto, nor does it constitute a recommendation regarding the shares or other securities of the Company. Past performance cannot be relied upon as a guide to future performance and persons needing advice should consult an independent financial adviser. Statements in this announcement reflect the knowledge and information available at the time of its preparation. Liability arising from anything in this announcement shall be governed by English law. Nothing in this announcement shall exclude any liability under applicable laws that cannot be excluded in accordance with such laws.

Appendix – prior period revenues by region

Revenue by period for the ten months to 31 December 2017 (FY18)

£'000	3m to 31 May				3m to 31 August				6m to 31 August			
	FY18	FY17	yoy %	yoy % CER	FY18	FY17	yoy %	yoy % CER	FY18	FY17	yoy %	yoy % CER
Total	120,077	58,222	106%	98%	142,798	69,094	107%	104%	262,875	127,316	106%	101%
Revenue by region												
UK	74,532	37,396	99%	99%	88,849	44,300	101%	101%	163,381	81,696	100%	100%
ROE	12,220	6,938	76%	61%	15,571	7,775	100%	92%	27,791	14,713	89%	77%
USA	17,906	6,385	180%	155%	21,690	8,841	145%	136%	39,596	15,226	160%	145%
ROW	15,419	7,503	105%	80%	16,688	8,178	104%	98%	32,107	15,681	105%	89%

£'000	4m to 31 December				10m to 31 December			
	FY18	FY17	yoy %	yoy % CER	FY18	FY17	yoy %	yoy % CER
Total	228,215	114,294	100%	93%	491,090	241,610	103%	97%
Revenue by region								
UK	135,642	65,465	107%	107%	299,022	147,161	103%	103%
ROE	28,232	13,963	102%	76%	56,023	28,676	95%	77%
USA	39,618	19,299	105%	102%	79,214	34,525	129%	122%
ROW	24,723	15,567	59%	46%	56,830	31,248	82%	68%

Revenue by period for the year to 28 February 2017 (FY17)

£'000	3m to 31 May				3m to 31 August				6m to 31 August			
	FY17	FY16	yoy %	yoy % CER	FY17	FY16	yoy %	yoy % CER	FY17	FY16	yoy %	yoy % CER
Total	58,222	41,322	41%	42%	69,094	49,462	40%	40%	127,316	90,784	40%	41%
Revenue by region												
UK	37,396	26,273	42%	42%	44,300	32,855	35%	35%	81,696	59,128	38%	38%
ROE	6,938	4,943	40%	43%	7,775	5,460	42%	40%	14,713	10,403	41%	41%
USA	6,385	3,815	67%	60%	8,841	4,086	116%	100%	15,226	7,901	93%	81%
ROW	7,503	6,291	19%	27%	8,178	7,061	16%	27%	15,681	13,352	17%	27%

£'000	4m to 31 December				2m to 28 February				12m to 28 February			
	FY17	FY16	yoy %	yoy % CER	FY17	FY16	yoy %	yoy % CER	FY17	FY16	yoy %	yoy % CER
Total	114,294	73,692	55%	52%	53,025	30,918	72%	67%	294,635	195,394	51%	49%
Revenue by region												
UK	65,465	49,701	32%	32%	34,820	21,267	64%	64%	181,981	130,096	40%	40%
ROE	13,963	8,588	63%	54%	6,059	3,639	67%	47%	34,735	22,630	53%	47%
USA	19,299	5,962	224%	183%	5,910	2,660	122%	105%	40,435	16,523	145%	124%
ROW	15,567	9,441	65%	56%	6,236	3,352	86%	74%	37,484	26,145	43%	45%

CER in this appendix for the year ended 28 February 2017 is calculated using exchange rates prevailing during the year ending 28 February 2017.

Nomenclature: ROE – rest of Europe; ROW – rest of world; yoy – year-on-year; CER – constant exchange rate