

The information contained within this announcement is deemed by the company to constitute inside information stipulated under the Market Abuse Regulation (EU) No. 596/2014. Upon the publication of this announcement via the Regulatory Information Service, this inside information is now considered to be in the public domain.

## boohoo group plc – trading statement for the four months ended 31 December 2018

### Strong growth across all brands in all regions

£ million	Four months to 31 December				Ten months to 31 December			
	FY19	FY18	Increase	CER <sup>(1)</sup>	FY19	FY18	Increase	CER <sup>(1)</sup>
<b>Group total revenue</b>	<b>328.2</b>	228.2	44%	43%	<b>723.5</b>	491.1	47%	46%
<b>Revenue by region</b>								
UK	<b>180.0</b>	135.7	33%	33%	<b>414.0</b>	299.0	38%	38%
ROE <sup>(2)</sup>	<b>44.4</b>	28.2	57%	54%	<b>95.7</b>	56.0	71%	63%
USA	<b>70.4</b>	39.6	78%	80%	<b>138.6</b>	79.2	75%	77%
ROW <sup>(3)</sup>	<b>33.4</b>	24.7	35%	32%	<b>75.2</b>	56.9	32%	29%

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

## Highlights

### Group

- Strong revenue growth of 44% (43% CER) across all geographic regions
- Gross margin for the four months 54.2%, up 170bps
- Strong balance sheet with net cash of £189 million (31 December 2017: £127 million)

### boohoo

- Revenue £163.5 million, up 15% (14% CER). Year-to-date revenue £372.5 million, up 15% (13% CER)
- Gross margin for the four months 52.2%, up 150bps

### PrettyLittleThing

- Revenue £144.2 million, up 95% (96% CER). Year-to-date revenue £312.8 million, up 114% (115% CER)
- Gross margin for the four months 56.4%, up 110bps

### Nasty Gal

- Revenue £20.6 million, up 74% (76% CER). Year-to-date revenue £38.3 million, up 89% (93% CER)
- Gross margin for the four months 54.4% (2018: 55.3%)

## Guidance

Group revenue growth for the financial year to 28 February 2019 is expected to be 43% to 45%, ahead of our previous guidance of 38% to 43%. We expect group adjusted EBITDA margins to be between 9.25% and 9.75%, narrowing the range from the 9% to 10% as previously guided. All other guidance remains unchanged.

### Mahmud Kamani and Carol Kane, Joint CEOs, commented:

“We are delighted to be reporting yet another great set of financial and operational results and would like to say a very big thank you to all our team and customers. We remain firmly focused on continuing to provide our customers with great fashion at unbeatable value. The global growth opportunity is significant and we will be addressing it in a controlled way – investing in our proposition, operations and infrastructure to capitalise on the opportunity.”

## Investor and analyst conference call

boohoo group plc will today host a conference call for analysts and investors at 9.30am (UK time). The dial in details for the call are as follows:

UK Toll Number: +44 3333000804  
UK Toll-Free Number: 08003589473  
Participant pin code: 73664912#

For international access numbers, please click [here](#).

## Notice of results

boohoo group plc expects to report its results for the 12 months to 28 February 2019 on 24 April 2019.

## Enquiries

### boohoo group plc

Neil Catto, Chief Financial Officer	Tel: +44 (0)161 233 2050
Alistair Davies, Investor Relations	Tel: +44 (0)161 233 2050
Clara Melia, Investor Relations	Tel: +44 (0)20 3289 5520

### Zeus Capital - Nominated adviser and joint broker

Nick Cowles/Andrew Jones (Corporate Finance)	Tel: +44 (0)161 831 1512
John Goad/Benjamin Robertson (Corporate Broking)	Tel: +44 (0)20 3829 5000

### Jefferies Hoare Govett - Joint broker

Nick Adams/Max Jones	Tel: +44 (0)20 7029 8000
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### Buchanan - Financial PR adviser

Richard Oldworth/Sophie Wills	boohoo@buchanan.uk.com
	Tel: +44 (0)20 7466 5000

## About boohoo group 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 12 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 through boohooMAN.

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 11 million customer accounts across all its brands around 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 2018 (FY19)

£'000	4m to 31 December				10m to 31 December			
	FY19	FY18	yoy %	yoy % CER	FY19	FY18	yoy %	yoy % CER
<b>Total</b>	<b>328,231</b>	228,215	44%	43%	<b>723,542</b>	491,090	47%	46%
<b>Revenue by region</b>								
UK	<b>179,952</b>	135,642	33%	33%	<b>414,009</b>	299,022	38%	38%
ROE	<b>44,431</b>	28,232	57%	54%	<b>95,682</b>	56,023	71%	63%
USA	<b>70,427</b>	39,618	78%	80%	<b>138,598</b>	79,214	75%	77%
ROW	<b>33,421</b>	24,723	35%	32%	<b>75,252</b>	56,830	32%	29%

£'000	3m to 31 May				3m to 31 August				6m to 31 August			
	FY19	FY18	yoy %	yoy % CER	FY19	FY18	yoy %	yoy % CER	FY19	FY18	yoy %	yoy % CER
<b>Total</b>	<b>183,561</b>	120,077	53%	52%	<b>211,748</b>	142,798	48%	47%	<b>395,309</b>	262,875	50%	49%
<b>Revenue by region</b>												
UK	<b>110,738</b>	74,532	49%	49%	<b>123,319</b>	88,849	39%	39%	<b>234,057</b>	163,381	43%	43%
ROE	<b>22,257</b>	12,220	82%	71%	<b>28,993</b>	15,571	86%	73%	<b>51,250</b>	27,791	84%	72%
USA	<b>31,389</b>	17,906	75%	78%	<b>36,782</b>	21,690	70%	71%	<b>68,171</b>	39,596	72%	74%
ROW	<b>19,177</b>	15,419	24%	22%	<b>22,654</b>	16,688	36%	31%	<b>41,831</b>	32,107	30%	27%

### Revenue by period for the year to 28 February 2018 (FY18)

£'000	4m to 31 December				2m to 28 February				12m to 28 February			
	FY18	FY17	yoy %	yoy % CER	FY18	FY17	yoy %	yoy % CER	FY18	FY17	yoy %	yoy % CER
<b>Total</b>	<b>228,215</b>	114,294	100%	93%	<b>88,710</b>	53,025	67%	65%	<b>579,800</b>	294,635	97%	92%
<b>Revenue by region</b>												
UK	<b>135,642</b>	65,465	107%	107%	<b>56,592</b>	34,820	63%	63%	<b>355,614</b>	181,981	95%	95%
ROE	<b>28,232</b>	13,963	102%	76%	<b>10,258</b>	6,059	69%	54%	<b>66,281</b>	34,735	91%	73%
USA	<b>39,618</b>	19,299	105%	102%	<b>13,475</b>	5,910	128%	133%	<b>92,690</b>	40,435	129%	122%
ROW	<b>24,723</b>	15,567	59%	46%	<b>8,385</b>	6,236	34%	29%	<b>65,215</b>	37,484	74%	64%

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