



EVOLVE OR DIE!

Brian McBride
Chairman ASOS.com and Wiggle.com
Former CEO of Amazon.co.uk

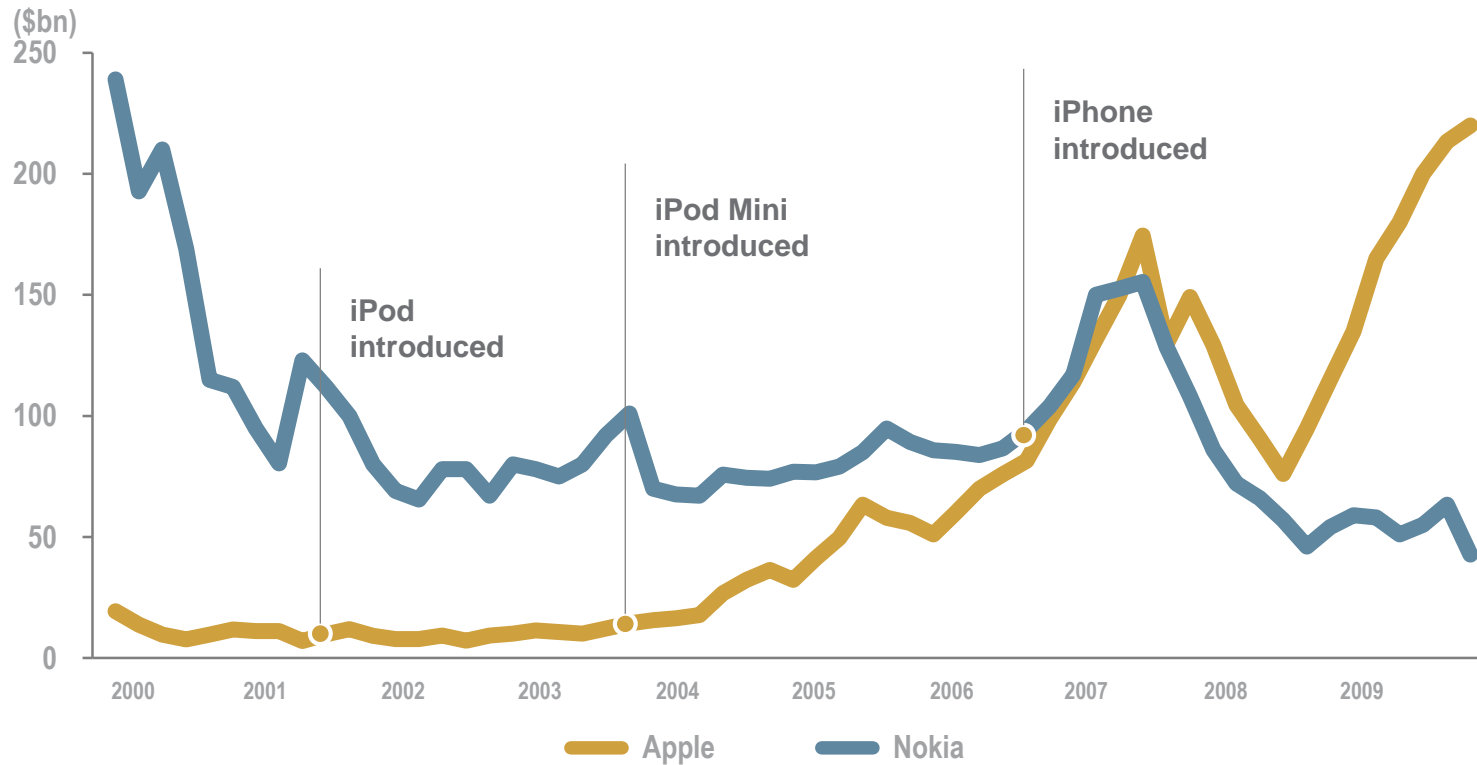
asos

HOW DID MOBILE AND E COMMERCE GET HERE?

1. Moore's Law
2. Darwin's Theory of Evolution



Market Capitalisation – Apple Vs Nokia



LAZARD

Source: Bloomberg, 18 June 2010.

3 KEY MESSAGES

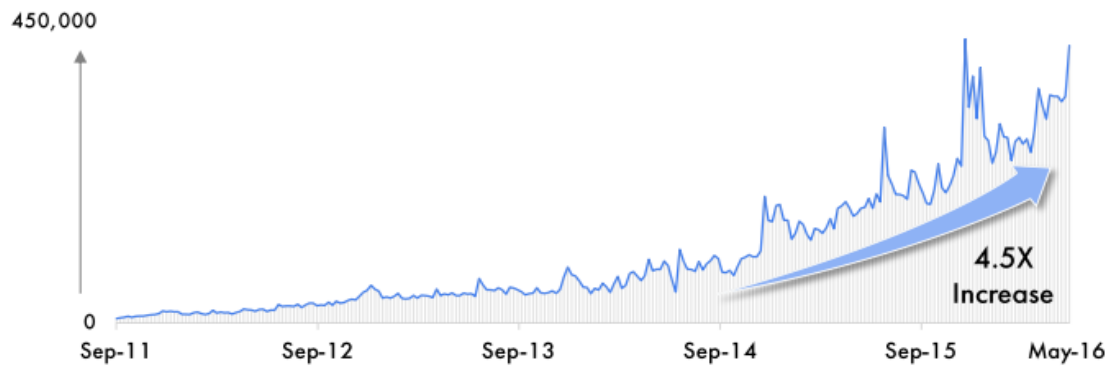
1. E-Commerce is disrupting traditional retail
2. It's all about mobile, especially the smartphone
3. Know Thy customer – social media, engagement marketing





MOBILE ORDERS AND VISITS

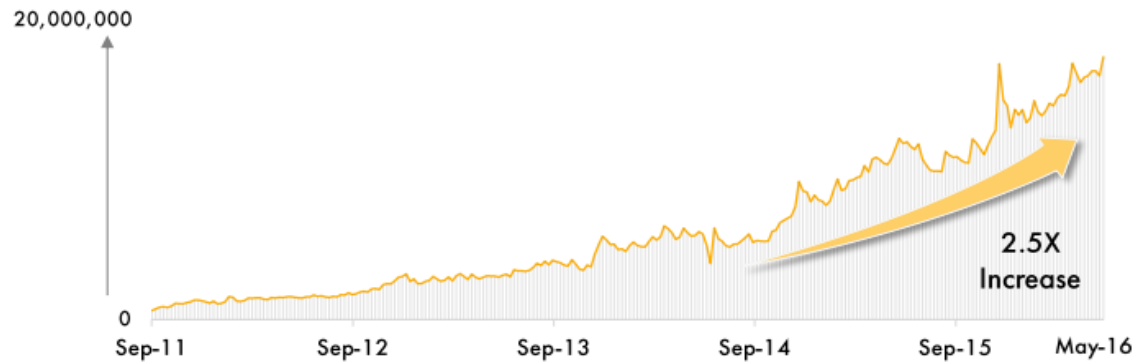
MOBILE ORDERS



+102%

MOBILE ORDERS
YOY

MOBILE VISITS



+50%

MOBILE VISITS
YOY

OUR CUSTOMERS LOVE OUR APPS – USAGE STATISTICS



8x

MONTHLY AVERAGE
FREQUENCY

**70
mins**

MONTHLY AVERAGE
TIME SPENT

+50%

ORDER FREQUENCY

2x

PRODUCT VIEWS
IN APPS VS. DESKTOP

CUSTOMER BEHAVIOUR IS ALL ABOUT MOBILE

MUSIC



GAMES



CHAT



FITNESS



PHOTOS



SHOPPING



VIDEO



NEWS



DATING



TRAVEL



DIGITAL CHANGED THE WORLD OF ADVERTISING

OLD WORLD – “MAD MEN” ADVERTISING



MESSAGE AMPLIFIED AT SCALE TO POTENTIAL CUSTOMERS

NEW WORLD – “MATH MEN” ADVERTISING

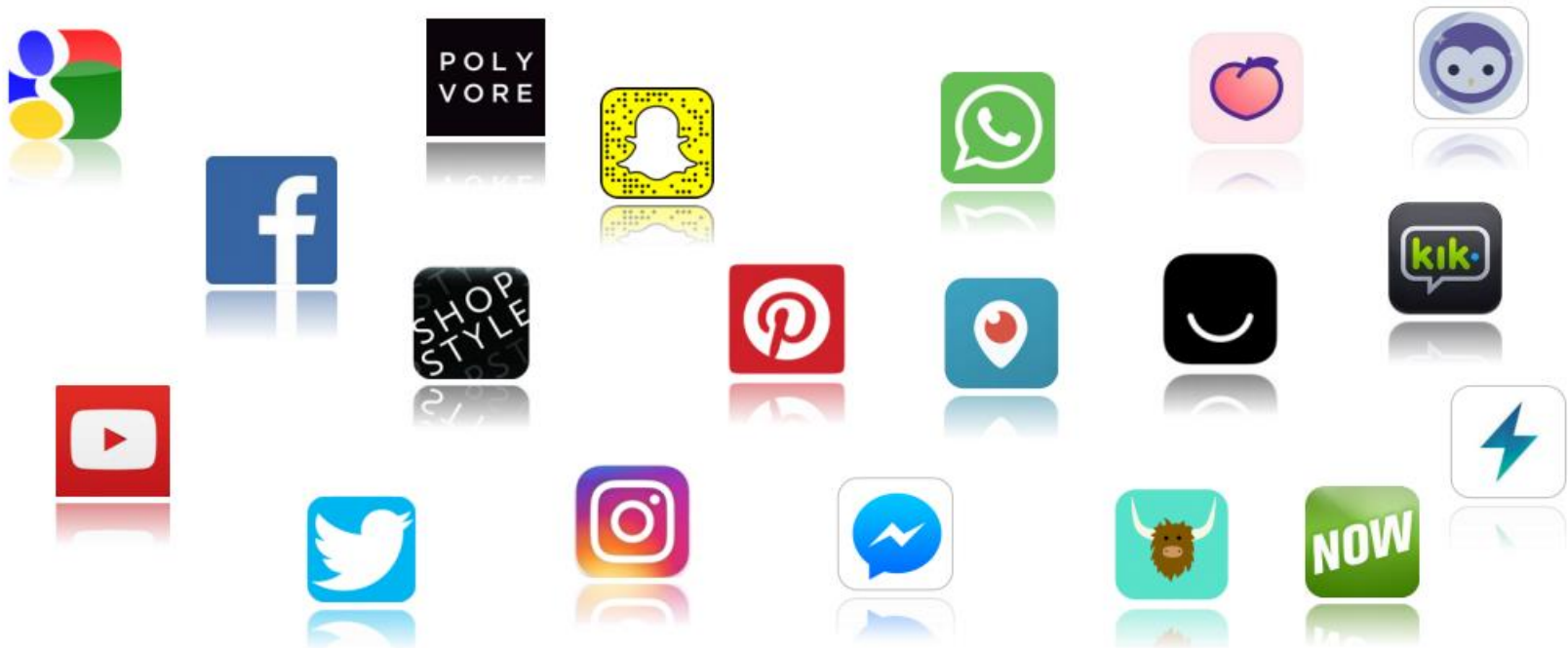


MESSAGE TARGETED AT SPECIFIC CUSTOMERS

WE FOCUS ON USING DIGITAL & HARNESSING ITS TRACKABILITY TO BE LASER FOCUSED ON WHEN, WHERE & TO WHOM WE SHOULD SPEND MARKETING MONEY



MOBILE PLATFORMS AS ADVERTISING PLATFORMS













MATURITY OF ADS OFFERING

OUR MOBILE EXPERTISE MEANS WE ARE WELL PLACED TO CAPITALISE ON THIS FUTURE

Leading Social Media Platforms by YoY User Growth

- Users, Engagement, and Growth Dynamics by Social Media Platform

Platform	MAU (m)	Market Value per User	Revenue (TTM)	ARPU (Avg. Rev / User)	Time Spent per Day (Min)
 Snap	250 ⁽²⁾	\$152	\$405.0m	\$1.6	25-30 min
 Tencent/ WeChat	762	\$328	\$20.7bn	\$27.0	~40 Min
 Whatsapp	1,000	n.a.	n.a.	n.a.	>20 min
 Instagram	600	n.a.	n.a.	n.a.	20 min
 Pinterest	150	\$73	n.d.	n.d.	<18 min
 LINE	217	\$34	\$1.3bn	\$5.8	n.d.
 Facebook	1,860	\$213	\$27.6bn	\$15.0	~30 min
 Twitter	319	\$37	\$2.5bn	\$8.0	<18 min
 MOMO	72	\$66	\$346.0m	\$4.8	n.d.
 YY	122	\$21	\$1.1bn	\$9.0	n.d.

SOCIAL MEDIA MATTERS TO 20-SOMETHINGS



100M
ACTIVE USERS (DAILY)

THE SNAPCHAT APP **REACHES 41% OF 18 TO 34-YEAR-OLDS** IN THE U.S.,
WHILE THE TOP 15 TV NETWORKS IN THE COUNTRY
REACH JUST 6% OF PEOPLE IN THE SAME AGE BRACKET

SNAPCHAT'S **100 MILLION DAILY ACTIVE USERS**
SPEND AN AVERAGE OF **25 TO 30 MINUTES PER DAY** ON THE APP



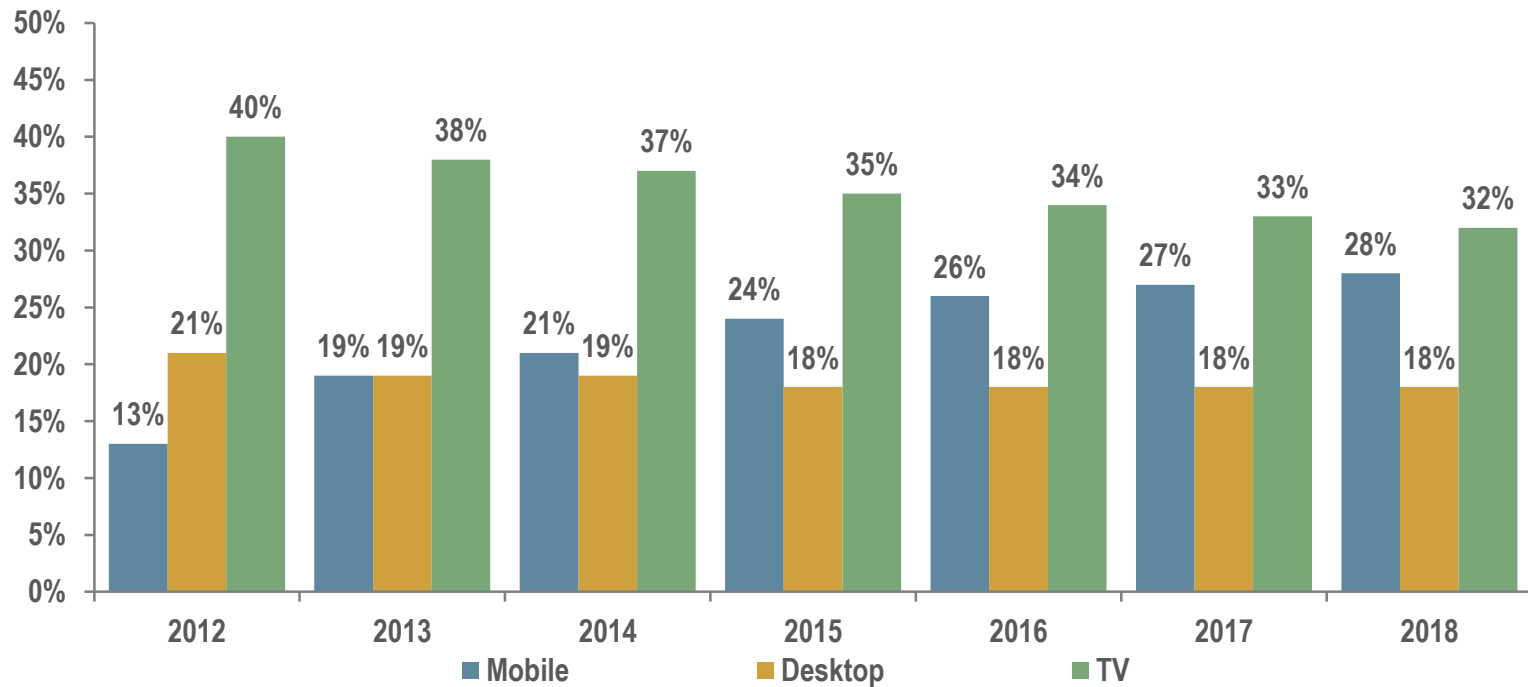
400M
ACTIVE USERS (MTHLY)

90% OF INSTAGRAM USERS ARE UNDER 35 AND
41% OF ALL INSTAGRAM USERS ARE BETWEEN 16 AND 2

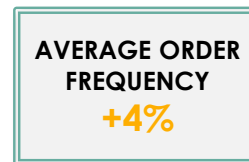
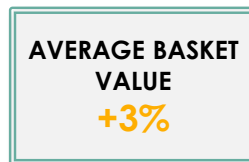
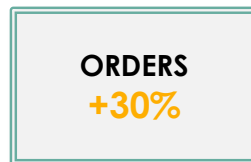
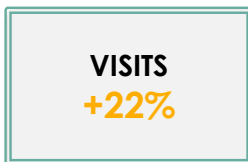
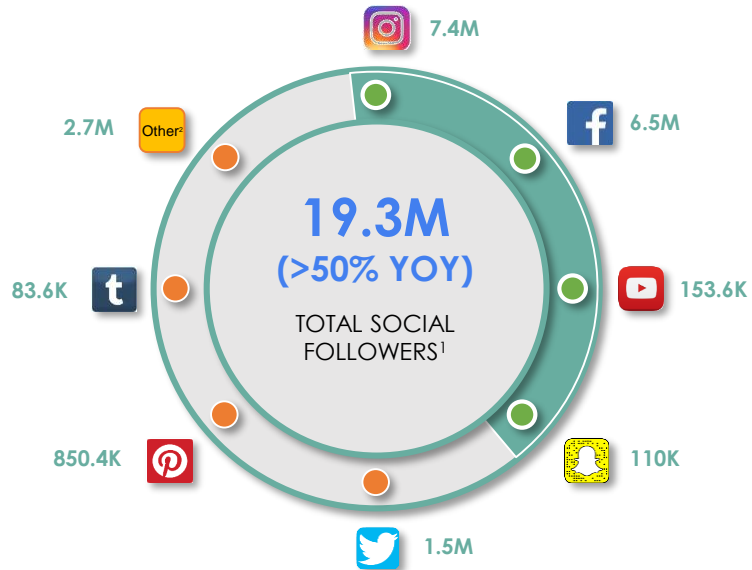
THE AVERAGE INSTAGRAM USER SPENDS
21 MINUTES PER DAY ON THE APP

Mobile is Set to Overtake TV

- Percentage of Time Spent with Major Media per Day by US Adults

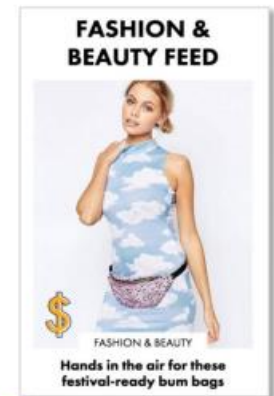


ENGAGING CONTENT & EXPERIENCES



Source: Facebook Analytics, Twitter Analytics, Sprinklr, ASOS own records
Note: ¹ ASOS brand accounts only. ² Other social media platforms include VK, WeChat, Weibo, Spotify.

UNDERSTANDING THE ROLE CONTENT CAN PLAY IN OUR AUDIENCES' LIVES



ASOS PR
TAYLOR SWIFT
March





1m likes

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Win

Taylor Swift Rocks Asos Twice In One Day

by Hannah Banks-Walker
Last updated: 26th February, 2015

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Pin it 0

Email 0

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Taylor Swift's Awesome Fashion File >

Not surprisingly, the edgy singer rocked the fiercest outfit in a 3D porn porn dress and black blazer.

The US superstar added a touch of Hollywood glamour in a black Roberto Cavalli gown with a red strappy bodice.

Buy Me Asos Cocoon Coat, £95

Buy Me Asos Duster Coat, £90

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10

1 / 25

Charli XCX is currently in Paris supporting Katy Perry on her Prismatic

femail fashion finder

Shop for more >

Go back to school in a suede pinafore dress from Asos

What we love so much about the Little Mix ladies is that they each have their own individual style. There's no chance of two of them turning up to work in the same dress!

Perrie Edwards is a bit of a boho gal at heart, but this time she mixed things up in a preppy suede dress, which is from Asos. We love the pinafore straps, midi length and retro suede texture of this Nineties-inspired little number, which you can get your hands on by clicking the link (right) now. You can also get her Claire's bell hoop earrings below too.

Perrie styled hers with a leather bralet, lace up heels and some circle sunnies, but why not add a chic white shirt or even a black polo neck underneath yours?

We all love a good pair of dungarees, but this is a more sophisticated way to try the trend. So with that in mind, take a look at our edit below to get a piece of the pinafore pie. Boo-hoo's £18 version is very tempting!

£95

Asos suede midi skirt with pinafore bodice

Show your softer side!

Buy now

f

t

p

* PRICES MAY NOT BE AS ADVERTISED

...NOW GET ONE LIKE IT

1 / 25

It's time to invest in yourself.

Charlotte Cuthbert

DALLAS

JANUARY 30, 2016

ASOS PR

Kate Middleton

March



Taylor Swift Wears a \$45 Bikini for a Beach Day With Calvin Harris

Taylor Swift donned this adorable and insanely affordable bikini while celebrating the past holiday weekend with a group of friends, among the crew DJ Calvin Harris. The retro-style bikini is typical in Taylor Swift fashion, with high-rise bottoms and a classic one-piece print. But it's the price tag that really caught our attention. This little number is bound to sell out fast.

On Taylor:
ASOS Seroaker Check Longline Bikini Top (\$25) in Blue Seroaker
ASOS Seroaker High Waisted Bikini Bottoms (\$20) in Blue Seroaker

Keep scrolling to shop the look!



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By SOPHIA MORRIS AND FERNANDA BETHUN AND JAVANA CHANLEY FOR MAIL ONLINE
PUBLISHED: 11:08 EST, 2 October 2015 | UPDATED: 04:43 EST, 3 October 2015

Kendall Jenner showcases her effortless model street style in chic jumpsuit and trench coat... as she enjoys a playful moment on a carousel during PFW

femail fashion finder **GO** Shop for more

Be a vision in Kendall's white jumpsuit by ASOS

Okay guys, this is perhaps the greatest moment in all of Paris Fashion Week thus far. ASOS denim takes Out jumpsuit to the next level. **\$81**

With all the Balmain and Dior clad models, all the glitzy, pretty people getting their photo snapped, and the celebrities wearing hot off-the-runway ensembles to exclusive after-parties—we started to feel a little like an outsider looking in. But then, in a moment of hope, among the throngs of fashionable masses that have descended upon the Tuileries, our Kendall Jenner wore this beautiful white jumpsuit from ASOS (a brand we can actually afford) and life was worth living again.

She added an ultra chic touch by layering a camel coat over the ensemble and of course a shot of luxe with those enviable Stella McCartney platform shoes.

Kendall's one piece features an open back cutout and flared hem wide leg pants—which was absolutely LOVE. And it's about to get better because you too can buy all this style for a mere \$81 by clicking right.

And if you're not too keen on breaking the 'no white after labor day rule' then you're in luck because Kendall's jumpsuit also comes in black denim. (shop below)

Care to have a look around before making your decision? Then browse our edit below for similar selections.

ASOS Denim Take Out jumpsuit in white **\$81**

Click here to get it!

Shop now

Bardot Crop Tops
Get the same off-the-shoulder Bardot crop top as Kendall Jenner wore. This will be the most desirable piece in your new season wardrobe. **ASOS Denim Take Out jumpsuit in white** **\$81**

HERM boots **£49.99**

Knee-Grazing Glads
From the Dior campaign, these high platform boots are the perfect finishing touch. **ASOS Denim Take Out jumpsuit in white** **\$81**

Prices may not be as advertised

Gigi's High-Street Hits
Supermodel Gigi Hadid was the queen of the Paris Fashion Week street style at Coachella, making ASOS and ASOS her go-to. From her casual chic to her more daring looks, she's been a major influence on the fashion world. **ASOS Denim Take Out jumpsuit in white** **\$81**

Bardot Crop Tops
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CELEBRITY STYLE
Look Of The Day: 3 October 2015
The coolest it models rocking daytime chic...

VALENTINO

MOST POPULAR

ELLE TEAM EDIT



GRAZIA FASHION BEAUTY HOT TOPICS LIFESTYLE SHOWS SUBSCRIBE Kerching! The Thrifty Duchess Of Cambridge Wears Maternity Dress By ASOS

By Jessica Vince - 18 March 2015
Digital Editor

63 SHARES

The Duchess of Cambridge may be about to pop, but that hasn't stopped her for making her second outing of the week, looking as delightful as ever.

Kate, who is eight months pregnant with her second child, arrived at the Brook Hill Children's centre in London this morning following her outing for the **St Patrick's Day** parade yesterday. And ever the bargainastic-shopper, she has dressed her bump in a **wrap skirt dress** from ASOS.

THE OUTNET.

EVERYTHING RI BUT THE TH

SHOP NOW

TEST STORIES



Gigi Hadid Wears A \$61 Boyfriend Shirt From ASOS

SHARE IT

COMMENTS

THE FULL STORY

Model, Gigi Hadid, dream squad member — Gigi Hadid makes many times. For those who that single never shows up practical moves. This and this again, she's championed the airport bagging. And Gigi's latest in-transit ensemble proves her commitment to on-the-go comfort. The model was spotted wearing an oversized striped button-up while snacking off a flight at LAX — alongside rumoured beau and future Joe Jonas. But, hey, shouldn't we be talking about how the model managed to somehow make a baggy oversized-stripe boyfriend shirt look cool and slinky?

Then again, another street style-finally outfit hit from Gigi isn't really a shocker. The V Magazine cover star followed a cardinal golden rule. For proportion, she countered her moxy ASOS top — which set her back a cool \$61, by the way — with streamlining skinny black jeans. (Role number two: Vertical over horizontal stripes always elongate a look.) Gigi then added her signature sportswear-cool elements to the mix: zipper and grommet-detailed leather clip-ons by Giuseppe Zanotti and a shiny, puffy bomber jacket. Because, hey, it gets cold on planes — even if a girl has Joe Jonas to cuddle with.

PHOTO: ANDREW HARRIS (GETTY IMAGES)



osos

At amazon, Leaders...

1

Insist on the Highest Standards

2

Are Right, A Lot

3

Are Vocally Self Critical

4

Think Big

5

Hire and Develop the Best

6

Develop and Earn Trust in Others

7

Have Backbone; Will Disagree and Commit

8

Deliver Results