ASC XLON ASOS PLC

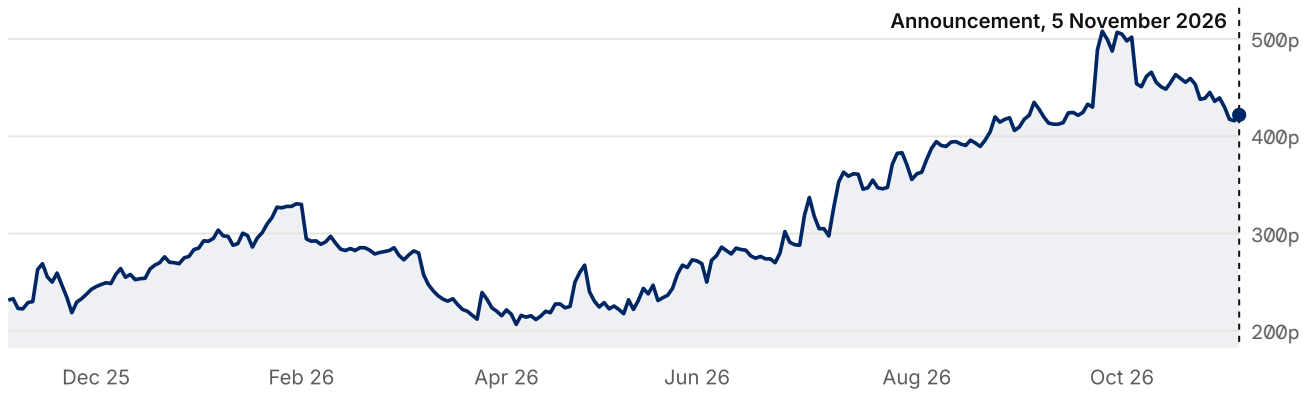
Final results for the 52 weeks to 30 August 2026 · RNS 8711B · 5 November 2026

ASOS returns to GMV growth in Q4, lifts adjusted EBITDA 29% and guides higher for FY27

Share price	427.5p
Market cap	£512m
52-week range	206.5p - 515p
Shares in issue	119.8m
12-month change	+82.3%

Ticker Data API, as at 4 Nov 2026, 16:29

SHARE PRICE, 12 MONTHS



SUMMARY

ASOS's final results today showed adjusted EBITDA up 29% to £170.3m and adjusted gross margin up 340bps to 50.5%, with GMV back in growth in the fourth quarter for the first time since FY22. For FY27 the board guides to low-single-digit GMV growth, adjusted EBITDA of £180m-£200m and positive free cash flow, though the first eight weeks were broadly flat after an October cyber incident. Profit is still thin beneath the headline. The £24.4m statutory pre-tax profit rests on a £164.5m gain from selling two warehouses, the adjusted pre-tax loss was £46.4m, and free cash flow was negative £16.4m. The operating recovery is now well evidenced. The unanswered question is whether it can fund itself and the £253m 11% convertible bond due in September 2028.

KEY FIGURES

FIGURE	VALUE	PERIOD	CHANGE
Adjusted EBITDA	£170.3m	FY26 (52 weeks to 30 August 2026)	Up from £131.6m, +29%
Adjusted gross margin	50.5%	FY26	+340bps from 47.1%
Gross Merchandise Value (GMV)	£2,349.0m	FY26	(5)% like-for-like; Q4 growth of 4%
Adjusted loss before tax	£(46.4)m	FY26	Narrowed from £(98.2)m
Statutory profit before tax	£24.4m	FY26	From a £(281.6)m loss; includes £164.5m disposal gain
Free cash flow	£(16.4)m	FY26	From £14.1m in FY25
Net debt (excluding leases)	£109.3m	At 30 August 2026	Down £75.4m from £184.7m
Cash and cash equivalents	£328.3m	At 30 August 2026	Plus undrawn £87.5m DDTL facility
FY27 adjusted EBITDA guidance	£180m-£200m	FY27	
Convertible bonds due September 2028	£253.0m	At 30 August 2026	11% coupon; redeemable at 120% of principal unless converted

Sources: Final results RNS, 5 Nov 2026

THE ANNOUNCEMENT

- Adjusted EBITDA rose to £170.3m from £131.6m, at the upper end of guidance. Adjusted gross margin reached 50.5%, a second successive year of more than 300bps expansion and above the medium-term target.
- GMV fell 5% to £2,349.0m for the year but improved every quarter, to -1% in H2 and growth of 4% in Q4. Adjusted revenue fell 9%, a wider gap that reflects more sales going through commission-based flexible fulfilment, now 21% of Partner Brand GMV.
- Net debt excluding leases fell to £109.3m from £184.7m. The main contributor was £115.7m of net proceeds from selling the Atlanta and Lichfield fulfilment centres. Free cash flow was negative £16.4m against positive £14.1m a year earlier.
- Statutory pre-tax profit of £24.4m includes the £164.5m disposal gain, partly offset by a £67.3m impairment of legacy technology after a change of ERP platform. On an adjusted basis the group lost £46.4m before tax.
- The cyber incident on 6 October has cost an estimated c.2-4% of Group GMV since that date, mostly in the UK. Trading in the first eight weeks of FY27 was broadly flat, and active customers reached 16.5m at the end of October, about 1% above the year-end figure.
- FY27 guidance is low-single-digit GMV growth, adjusted EBITDA of £180m-£200m, capex of c.4% of revenue and positive free cash flow. A Capital Markets Event during FY27 will set out an updated medium-term financial framework.

AGAINST GUIDANCE

In April the company reiterated FY26 guidance of adjusted EBITDA of £150m-£180m, a gross margin of 48-50% and broadly neutral free cash flow. On 24 September it raised that to EBITDA above the midpoint and gross margin above the guided range. The final figures of £170.3m and 50.5% meet the raised guidance. Free cash flow of negative £16.4m falls short of the broadly neutral guidance. The company puts this down mainly to working-capital and interest timing, including c.£7m of US tariff refunds received only in September 2026 and two convertible coupon payments falling in the year. The FY27 EBITDA range of £180m-£200m sits above the FY26 outturn.

BULL CASE

- Management has now done what it said it would on margin and earnings. Gross margin beat its 48-50% guidance and EBITDA reached the raised target, which gives the £180m-£200m FY27 range a credible base.
- Demand is turning. GMV improved every quarter to growth of 4% in Q4. New customer acquisition moved from -5% in H1 to +6% in Q4, and the active customer base was growing month-on-month in September and October despite the cyber incident.
- Liquidity is comfortable for now. Cash of £328.3m plus an undrawn £87.5m facility compares with a £20m minimum-cash covenant, and the term loan runs to November 2030. Board member William Barker bought shares repeatedly during 2026 at prices between about 229p and 350p.
- At a market value of £512m on 5 November, the business trades on a small multiple of its guided EBITDA. The fixed-cost base is c.£90m lower than in FY23, so any sales growth should feed through to profit.

BEAR CASE

- Underlying profit has not yet arrived. Adjusted EBIT was £18.8m against net finance costs of £69.1m, and cost to serve rose 120bps to 43.2% as revenue fell 9%.
- Debt fell because of a one-off sale, not because the business generated cash. The £75.4m fall in net debt came alongside £115.7m of disposal proceeds, while free cash flow was negative and missed its own guidance. FY27 capex rises to c.4% of revenue from 3.4%.
- The £253m convertible carries an 11% coupon and is redeemable at 120% of principal in September 2028. The going-concern forecasts run only to February 2028, so the refinancing question sits just beyond them.
- Competition and consumer spending are both difficult. Shein's UK revenue reached £2.58bn (The Guardian, 9 October), and UK CPIH inflation stood at 3.6% in September. The full cost of the October data breach, which exposed customer names and contact details, is not yet known.

WHAT TO WATCH

- Christmas trading. The test is whether broadly flat opening GMV, after the c.2-4% cyber hit, recovers to the guided low-single-digit growth while active customers keep rising above 16.5m.
- Interim results, provisionally expected around March 2027. H1 free cash flow needs to improve on last year's £(92.6)m outflow if positive full-year free cash flow is to look achievable without further asset sales.
- The Capital Markets Event during FY27. Watch for an updated medium-term framework and any plan to refinance, repurchase or fund the £253m convertible due 19 September 2028.
- Delivery of the c.£12m of annual cash savings expected from the warehouse disposals, and whether cash interest falls back from FY26's £54.3m as the refinancing takes effect.

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