

boohoo.com plc**Pre-close Trading Update and Notice of Results****Pre-close Trading Update**

boohoo.com plc (“the boohoo Group” or “the Group”), the leading online fashion retailer, has delivered a strong trading performance since the Group’s trading update on 10 January 2017. The Board now expects boohoo Group revenue growth for the twelve months to 28 February 2017 (“FY 17”) to be around 50%, ahead of the previously guided range of 46% to 48%. The Group continues to benefit from improved operating leverage in the business and now expects to deliver an adjusted EBITDA margin at the top end of the previously guided range of 11% to 12%. This guidance relates to boohoo.com and prettyslittletything.com, which has been consolidated from 3 January 2017.

Notice of Results

The boohoo Group will announce its Preliminary Results for the twelve months to 28 February 2017, and provide detailed financial guidance for FY 18, on 26 April 2017.

Enquiries**boohoo.com plc**

Neil Catto, Chief Financial Officer

Tel: +44 (0)161 233 2050

Clara Melia, Investor Relations

Tel: +44 (0)7748 171236

Zeus Capital - Nominated adviser and joint broker

Nick Cowles/Andrew Jones (Corporate Finance)

Tel: +44 (0)161 831 1512

John Goold/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

Buchanan - Financial PR adviser

Richard Oldworth/Madeleine Seacombe/Jane Glover

Tel: +44 (0)20 7466 5000

boohoo@buchanan.uk.com

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.

www.boohoo.comwww.boohoo.com/newz/page/homefr.boohoo.comwww.boohoo.com/europe/page/homewww.boohoo.com/sweden/page/homede.boohoo.comwww.boohoo.com/usa/page/homewww.boohoo.com/denmark/page/homeit.boohoo.comwww.boohoo.com/canada/page/homewww.boohoo.com/norway/page/homenl.boohoo.comwww.boohoo.com/aus/page/homees.boohoo.com

This announcement has been determined to contain inside information.