

Charity Number: 1153946
Company Number: 08658508

ASOS FOUNDATION
REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 AUGUST 2022

**ASOS FOUNDATION
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FOR THE YEAR ENDED 31 AUGUST 2022**

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**ASOS FOUNDATION
COMPANY INFORMATION
FOR THE YEAR ENDED 31 AUGUST 2022**

Reference and Administrative Information

Charity Name:	ASOS Foundation
Charity registration number:	1153946
Company registration number:	08658508
Registered Office and Operational address:	Greater London House Hampstead Road London NW1 7FB

Board of Trustees

Nick Robertson (Chairman)	
Jose Antonio Ramos Calamonte	appointed 14 April 2023
Alison Dyer	appointed 14 April 2023
Lucy Shepherd	appointed 16 June 2023
Vanessa Spence	appointed 7 March 2022
Benjamin Swart	appointed 27 April 2023

Independent Auditors

PricewaterhouseCoopers LLP
Chartered Accountants and Statutory Auditors
40 Clarendon Road,
Watford, Hertfordshire
WD17 1JJ

ASOS FOUNDATION
REPORT OF THE BOARD OF TRUSTEES
FOR THE YEAR ENDED 31 AUGUST 2022

The Board of Trustees (“the Board”) submit their Annual Report and the Audited Financial Statements of the ASOS Foundation for the year ended 31 August 2022.

Company Information

The organisation is a charitable company, registered in England and Wales, limited by guarantee and incorporated on 21 August 2013. It registered as a charity on 25 September 2013.

The Trustees’ report has been prepared taking advantage of the small companies exemption in accordance with section 415A of the Companies Act 2006. The Trustees have also taken advantage of the exemption available to small companies under section 414B of the Companies Act 2006, and consequently no strategic report has been prepared.

Purposes and aims

We inspire young people to break down barriers and achieve amazing things. We invest in high impact projects which focus on instilling confidence and unlocking talent. Utilising our expertise in Fashion and Technology we aim to create life changing interventions in geographies where ASOS has a significant presence.

We believe every young person should have the chance to be who they want to be and smash their goals, whatever they may be. By investing in young people, we tackle the things which get in the way of future success.

We focus on instilling confidence to help young people achieve amazing things they didn’t think were possible.

We also aim to unlock talent and skills through education, training, and jobs, and provide opportunities that weren’t there before for underrepresented groups.

Partnerships centre around fashion and technology, enabling the ASOS Foundation to leverage the time, skills and experience of ASOS employees.

Working in geographies where ASOS.com Limited (company number: 03584121) has a significant presence, the ASOS Foundation provides inspiration, education, support, infrastructure and training to enable socially or economically disadvantaged young people to move from one life stage to the next. For example, from unemployment to training, from training to an apprenticeship, from homelessness to a home.

Ensuring our work delivers our aims

The ASOS Foundation works in collaboration with long-term trusted partners. Our programmes are developed in consultation with these partners who help us ensure that funding is used appropriately, effectively, and sustainably. Trustees visit ASOS Foundation funded projects and meet with our partners, community stakeholders and young people affected by the programmes. We also engage directly with young people at a grass roots level and maximise the benefits of sharing skills and expertise from our corporate funder, ASOS.com Limited.

We review our aims, objectives and activities each year and agree key projects for the coming twelve months. Throughout the year progress is monitored at regular Board meetings. This helps us ensure our aims, objectives and activities remain focused on our stated purposes.

ASOS FOUNDATION REPORT OF THE BOARD OF TRUSTEES FOR THE YEAR ENDED 31 AUGUST 2022

We have referred to the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning our future activities. The Board of Trustees consider how planned activities will contribute to the aims and objectives that they have set.

The activities of the ASOS Foundation

This section of the Report details the activities of the ASOS Foundation by geographical location.

In the UK the groups we work with are unemployed or homeless young people; young people who are underachieving in education or who have underachieved in education; young people leaving care, young offenders and ex-offenders.

In India our partner charity Udayan Care provides homes and education for children aged six and upwards, who are homeless due to being orphaned, abused or abandoned.

In Kenya we work with SOKO Community Trust on community projects to relieve poverty, improve health and wellbeing and provide education. To ensure infrastructure and social projects are relevant and sustainable, consultations are held with elected groups of community representatives before any work begins.

Prior to formation of the ASOS Foundation as a registered charity (2013), the charitable activities were carried out as a charitable trust known as 'ASOS Foundation' under the umbrella of the Charities Aid Foundation (charity registered in England and Wales number 268369).

1. United Kingdom partnerships – Prince's Trust, Centrepont and OnSide Youth Zones

Prince's Trust

This year marked the start of a transformational project to tackle youth inequality, engage diverse communities, and empower the next generation with digital skills.

The Prince's Trust have created a new core foundational and certified digital skills training programme, which sits at the core of all their employability support for young people. – **Unlock Skills for Digital Careers (USFDC)**. With every single young person they support going forward, taking part and gaining the critical and certified foundational digital skills they need to thrive. An important part of this new approach is the targeted equality, diversity and inclusion (EDI) focus.

This includes the creation of an accessible and ambitious digital skills employability pathway - **Get into Digital Careers** which the Foundation has helped to fund this year.

The immediate priorities this year were focused on the development, co-creation, and co-design of the project.

- **Youth Led Co-Design**

A Young person co-design working group was established to ensure that Prince's Trust Young people were involved alongside ASOS to ensure it resonates with the right audience and includes a high-quality skills insight from industry. This group was led by The Prince's Trust design lead for digital skills and brought together key stakeholders with a diverse group of young people to research, design and test a range of solutions to develop the most effective foundational skills programme creation.

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- **Get into Digital Careers content development and delivery**

Based on solutions from the co-design group above, we've applied these findings to design and build the USFDC Get into Digital Careers programme. Targeting young women, those from a Black, Asian or minority ethnic background and populations with youth unemployment rates. This digital skills delivery model will provide a direct route to employment.

- **Digital Skills - Outreach and Aspiration**

Critically, we've needed to ensure Get into Digital Careers is as inclusive and accessible as possible. A key pillar of our approach has been investment in raising aspirations and targeted outreach. In order to support the hardest to reach young people, we've set a firm target that of the young people who take part – at least 50% should be from a Black, Asian or minority ethnic background and 50% should be young women. This also includes support with provision of equipment to overcome digital poverty issues facing young people.

We've developed a targeted outreach plan, which will increase awareness of opportunities and motivation to acquire relevant digital skills in young people and communities at risk of being left behind. This is designed to shift the view that acquisition of digital skills and a career is beyond reach, and instead inspire young people to believe that working at ASOS and in the wider industry is possible, and an accessible place to start a career.

To scale reach even further, an employability Learning Hub has been developed. This is self-serve digital skills content, including ASOS volunteer input, which is now accessible to thousands of young people. We hope this self-serve content will inspire young people and instil confidence through acquisition of digital skills.

Several pilot programmes have now been completed with a full roll out of the course expected in the next year.

Centrepont

Centrepont is the UK's leading youth homelessness charity, focussed on improving the lives of homeless young people, with a mission to prevent and eradicate youth homelessness altogether.

This year we focused our support on three key areas; Digital Inclusion, Homelessness prevention and Health.

Digital Inclusion

A lesson learned from the pandemic showed us how vitally important it is to be online and have access to digital services. Without this access, young people can be left behind and become isolated. That is why we choose to support a much-needed programme of upgrades, to ensure every young person under the care of the charity has access to the digital world. As a result, all 71 Centrepont services have now had their WiFi installed or upgraded, directly impacting 558 young people.

Homelessness Prevention via the Helpline

This year, The ASOS Foundation continued to fund core running costs of the Centrepont Helpline, enabling trained experts to offer advice and guidance to thousands of young people experiencing homelessness, at risk of homelessness, or those concerned about them.

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This provision has been more important than ever, with the repercussions of the pandemic and now the cost-of-living crisis, cumulatively putting even more pressure on the most vulnerable in our society. As a result, even more young people are having to face heart-breaking decisions; pay rent or buy food. Many are in desperate need of support and guidance as to how they can improve their situation.

There continues to be high call volumes to the Helpline and this year Centrepoint have supported an amazing 6,087 young people in this way.

Health

The ASOS Foundation also continued to support Centrepoint's health offering, enabling Centrepoint to employ a Clinical Lead and Psychotherapist. The clinical lead is responsible for providing clinical supervision and crisis management support to all 20 members of the Health and Wellbeing Team, based across services in London, Manchester, Barnsley and Bradford. The team comprises of 10 Psychotherapists, 1 Dual Diagnosis, 3 Dietician, 4 Mental Health Advisors, and 2 Healthy Relationships Advisors.

Crisis management requires supporting staff to deliver care to young people with serious and acute needs; including suicidal, psychotic and at risk young people, and also includes safeguarding support and general 1:1 support. The Clinical Lead also ensures that Centrepoint continue to deliver cutting edge support; keeping the team informed of changes in best practice and encouraging constant improvement.

In a period where external pressures have acutely affected young people, with consecutive crises in the Coronavirus Pandemic and the current Cost of Living crisis, this work has been more important than ever. Since September 2021, they have supported 235 young people through 1:1 support and delivered 71 crisis management interventions.

Mental Health provision continues to play a vital role in our support for young people. With more young people experiencing mental health issues, exacerbated by the ongoing crises that have increased financial and emotional pressures, providing expert support as soon as possible is crucial to getting young people back on track. We know that poor mental health is the biggest barrier young people face in holding down their education, training or employment opportunities and therefore to living independent, happy lives in the future. That's why this in-house psychotherapy provision is so important.

Senior Psychotherapist Monica Gallo's role in Barnsley, funded again this year by The ASOS Foundation, is instrumental in providing essential mental health support to those young people affected by increased financial and emotional pressures. Monica not only provides life changing support to young people directly, but also indirectly, through her supervision and guidance of the 4 other therapists she manages across the North. Since September 2021 Monica and her team have provided therapy for 103 young people in the North.

OnSide Youth Zones

OnSide is a UK charity with a belief that opportunities in life should be available to all young people regardless of background, ability, or location. OnSide's aim is to provide every young person across the UK with a safe and inspiring place to spend their leisure time, along with access to employability, health and sporting initiatives, which together make a huge contribution to young people's emotional and physical wellbeing.

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The ASOS Foundation launched its partnership with OnSide Youth Zones in August 2021 when it was announced the ASOS Foundation would provide support for the building of a state-of-the-art facility in Barnsley, South Yorkshire, a region with significant economic and social challenges. This is a four-year funding programme totalling £1.2m, which will go towards both the building and running costs.

Funding to date has supported the pre-construction phase of the project and enabled the charity to conduct work with the local authority to appraise and define the need for the centre from a young person's perspective.

The initial project budget has been developed, and the design requirements explored. A concept design has also been completed alongside architects.

As the charity near their fundraising goal for the project, it is hoped planning permission will be granted in the next year and building work can begin.

2. International Partnerships – Udayan Care (India), and SOKO Community Trust (Kenya)

Udayan Care (India)

The mission of Udayan Care is *'a nurturing home for every orphaned child, an opportunity for higher education for every girl and for every adult, the dignity of self-reliance and the desire to give back to society.'*

Udayan Ghars (homes) were set up to nurture orphaned and abandoned children in small groups, give them a loving home, family bonding and a sense of belonging, ensuring they all have opportunities to develop as capable, responsible individuals. To date Udayan care has nurtured over 25,000 young people.

For the past eight years, the ASOS Foundation has been raising funds to build or procure Udayan Ghars in Noida, Kurukshetra and Gurugram.

In the last year, ASOS Foundation has continued to fund a proportion of the running costs of five homes that are looked after by Udayan Care.

During the course of the financial year, 141 children have received support in these funded Ghars. Where possible, children have been integrated into mainstream schooling, whilst 10 of the children currently homed within these Ghars have been enrolled in vocation training programmes, and a small number are home tutored.

The homes have also focused on providing additional support to the children including monthly mental health meetings, online security and digital literacy workshops as well as sessions aimed at preventing bullying.

SOKO Community Trust (Kenya)

As in previous years the ASOS Foundation continued to support SOKO Community Trust ('SOKO') and funded their Kujuwa initiative, the Stitching Academy and SOKO Skills. In addition to these programmes, we also committed a portion of our funding to support the charity grow its infrastructure and ability to develop new sources of support.

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Kujuwa Initiative

The Kujuwa initiative focuses on training and supporting young people, families and educators in sexual reproductive health and rights and menstrual hygiene management. This year our funding has supported Teen Forums, weekly Kujuwa training sessions in schools, positive parenting sessions and a three-day immersive residential camp. Through these interventions SOKO was able to reach 1,018 young people and 526 parents.

The Stitching Academy

The ASOS Foundation also continued to support the SOKO's Stitching Academy programme, which provided training to 60 students, 72% who have gone on to employment as a result.

SOKO Skills

Finally, our support also funded the SOKO Skills programme, which focused on Computer skills reaching an additional 37 learners.

Stabilisation and Sustainability

This area of the funding has enabled SOKO to invest in a part time fundraiser, successfully register as a UK charity, and diversify the skills of the leadership team. It is hoped this support will enable the charity to continue to flourish beyond the life of this partnership.

How our activities deliver public benefit

The ASOS Foundation works with trusted registered charities to deliver programmes and infrastructure to support socially or economically disadvantaged young people. Our charitable purposes therefore come under the categories of prevention and relief of poverty, education and training, overseas aid, community development, children and young people.

Fundraising Approach

All of our internal fundraising activities and initiatives are delivered directly by the ASOS Corporate Responsibility team. The Trustees review each fundraising activity on a case-by-case basis, and only approve events which support the Foundations strategy and is in keeping with its values, ethics and reputation.

In FY22, various new employee fundraising activities were evaluated and reviewed, and those which were most likely to engage ASOSer's and had the best chance of being profitable were selected.

The Foundation continued its relationship with a third party to co-ordinate our two external fundraising events; a Golf event, and a Gala dinner. This relationship is closely managed by the ASOS Corporate Responsibility team, who ensure all fundraising conducted on behalf of the Foundation adheres to our values and protects the reputation and integrity of the Foundation at all times.

There were no fundraising complaints during the year.

Financial review

For the year ended 31 August 2022 the ASOS Foundation recorded a net increase in funds of £116,794 (2021: decrease of £1,393,908).

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Principal funding sources

The ASOS Foundation's principal funding source during the financial year ended 31 August 2022 was its corporate funder ASOS.com Limited which donated £626,061 (2021: £107,486). The ASOS Foundation has also received sample sale donations run by ASOS.com Limited of £74,400 (2021: £8,655) and donations of £109,084 (2021: £91,321) from customers and employees. Other smaller funding sources include supplier donations (see note 3).

Risks

Inflation and Cost of Living Crisis

With inflation predicted to remain high or even rise, the cost of our fundraising events are liable to increase. Where possible, we plan to negotiate prices for our annual fundraising events early in the new financial year to avoid further rises.

The subsequent cost of living crisis is reducing disposable income and having a knock-on effect on individual's ability to give to charity. This will likely have a negative impact on the ability of ASOSers to raise money in the new financial year. With this in mind, we will continue to engage potential fundraisers with interesting opportunities which are not cost prohibitive.

We anticipate both these factors negatively affecting our fundraising performance in the new financial year. Consequently, we are making sure we regularly review our financial position and will proceed cautiously, ensuring we are able to meet all of our financial obligations.

Going concern

The Board believes that preparing Financial Statements on a going concern basis is appropriate due to the continued financial support of ASOS.com Limited. The Trustees have full discretion over the grants that are awarded, and in the unlikely situation that fundraising events did not drive the necessary liquidity, further charitable contributions would be postponed. Moreover, the Board has received confirmation that ASOS.com Limited intend to support the ASOS Foundation for at least 12 months from the date these Financial Statements are approved.

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Plans for future periods

ASOS.com Limited has confirmed it will provide a £300,000 donation in the next financial year, which will go towards supporting our long-standing charitable partners. Funding will also be generated from ASOS.com Sample Sales, ASOS.com employee fundraising and supplier supported events. Our plans for 2022/23 and beyond have taken this into account, and the Board is confident that the plans below are fully funded. The Board intends to work with all existing partners next year, and if fundraising allows, onboard new partnerships which further our purpose and aims.

- | | |
|----------|--|
| UK | <p>To support OnSide Youth Zones in the pre-construction phase of the Barnsley Youth Zone project. The charity hope to receive planning permission, source a construction firm, and begin the build this year.</p> <p>To continue our partnership with Centrepont and leverage our expertise in Technology to support young people and the charity even further.</p> <p>Following a year of co-creation and development we plan to roll out the delivery of the Get Into Digital Careers programme and further the charities aims of increasing diversity, equity, and inclusion.</p> |
| India | <p>To continue annual funding of the support costs for children in five Udayan Ghars in Greater Noida, Mayor Vihar, Noida*, Gurugram* and Kurukshetra* (*indicates homes which were built with ASOS Foundation funding).</p> |
| Kenya | <p>ASOS.com will soon no longer have a presence in this geography, therefore the ASOS Foundation will continue to scale down our investment in this partnership over the next two years. We will continue to fund the project delivery, albeit at a slightly lower level, whilst also helping the charity to invest in themselves so that they can access additional funding and partnerships outside of the ASOS Foundation relationship.</p> |
| Funding | <p>Growing funding has been challenging during the pandemic and now the cost of living crisis. We have piloted new employee fundraising activities that were well received in 2022. We plan to repeat these activities and continue to build fundraising momentum inside asos.com. The Gala made its return this year, and Sample Sales have also returned to normal levels for the first time since 2019, so we hope this trend continues to bolster income in the next financial year. Where possible, the team will also try to take advantage of additional fundraising opportunities.</p> |
| Trustees | <p>On 11 October 2021 Nick Beighton stepped down from his position as Trustee. Consequently, we recruited an additional two trustees from ASOS to add additional skill sets to the Board. Vanessa Spence and Julia Middleton were both appointed this year. Julia Middleton stepped down on 12 September 2022. On 14 April 2023, Jose Antonio Ramos Calamonte and Alison Dyer were appointed. On 27 April 2023 Jane Banks and Fiona Stubbs stepped down and Benjamin Swart was appointed.</p> |

ASOS FOUNDATION
REPORT OF THE BOARD OF TRUSTEES
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Structure, Governance and Management

Governing Document

The ASOS Foundation is a charitable company limited by guarantee governed by its Articles of Association. It is registered as a charity with the Charity Commission. In the event of the company being wound up, members are limited to a liability of £1.

Appointment of Trustees

The Board are also charity trustees for the purposes of Charity law. The term of appointment for the Trustees has not been specified; therefore, Trustees remain in office until they cease to hold office in accordance with Article 26 of the Articles of Association (Disqualification and Removal of Trustees). In line with the Charity Governance Code, it has been agreed by the Trustees that if a Trustee has served for more than nine years, their reappointment should be subject to a rigorous review and explained in the financial statements of the ASOS Foundation.

The Trustees noted that Nick Robertson had completed a nine-year tenure as Trustee of ASOS Foundation, but following a review of his performance, concluded that his appointment should be renewed for another three-year term.

Trustee Tenure as at 31 August 2022:

Trustee	Date of Appointment	Tenure
Nick Robertson	21 August 2013	9 years, 1 month
Jane Banks*	18 November 2013	8 years, 10 months
Fiona Stubbs*	5 December 2013	8 years, 9 months
Vanessa Spence	14 February 2022	7 Months
Julia Middleton**	6 March 2022	6 Months

*Jane Banks and Fiona Stubbs resigned from the Board of Trustees effective 27 April 2023.

**Julia Middleton resigned from the Board of Trustees effective 12 September 2022.

After 8 years and 1 month of service, Nick Beighton resigned from the Board of Trustees effective 11 October 2021.

Jose Antonio Ramos Calamonte and Alison Dyer were appointed on 14 April 2023, Benjamin Swart was appointed on 27 April 2023, and Lucy Shepherd was appointed on 16 June 2023.

All Trustees give their time voluntarily and receive no benefits from the charity.

Trustee Induction and Training

New Trustees undergo orientation briefings regarding their legal obligations. They also receive information on the Board of Trustees, decision-making processes and the business plan. During the induction period they meet key personnel and other Trustees. Trustees are encouraged to attend appropriate external training events where these will facilitate the undertaking of their role.

ASOS FOUNDATION
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Organisation

The Trustees administer the charity and usually meet quarterly. To facilitate effective operations and the day to day running of the ASOS Foundation, the Trustees have delegated authority, within the terms of delegation approved by the Trustees, to the ASOS.com Limited Corporate Responsibility team and the ASOS.com Limited Finance team who provide regular management accounts. The delegated powers include managing the charity by implementing the policy and strategy within the budget approved by the Trustees and advising the Trustees in relation to such policy, strategy, and budget. The Trustees ensure that appropriate financial and operating controls are in place to ensure that the Charity's purpose is followed by setting authority levels for operating expenditure and funding grants.

Trustees' Responsibilities Statement in relation to Financial Statements

The trustees (who are also directors of ASOS Foundation for the purposes of company law) are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and regulation.

Company law requires the trustees to prepare financial statements for each financial year. Under that law the trustees have prepared the financial statements in accordance with United Kingdom Accounting Standards, comprising FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", and applicable law (United Kingdom Generally Accepted Accounting Practice). Under company law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of the affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Statement of Recommended Practice: Accounting and Reporting by Charities (2019);
- make judgments and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards, comprising FRS 102, have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

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Statement of Disclosure to our Independent Auditors

The Board of Trustees, who served during the year and up to the date of this Report are set out on page 1. The Trustees are also Directors. In so far as the Trustees are aware at the time of approving the Annual Report:

- There is no relevant information, being information needed by the independent auditors in connection with preparing the Report, of which the independent auditors are unaware; and
- The Trustees have taken all the steps that ought to have been taken in order to become aware of any relevant information and to ensure that the charity's independent auditors are aware of that information.

On behalf of the Board of Trustees

DocuSigned by:

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NICK ROBERTSON
Chair of Trustees

27 June 2023

ASOS FOUNDATION
INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF ASOS FOUNDATION
FOR THE YEAR ENDED 31 AUGUST 2022

Report on the audit of the Financial Statements

Opinion

In our opinion, ASOS Foundation's financial statements (the "financial statements"):

- give a true and fair view of the state of the charitable company's affairs as at 31 August 2022 and of its incoming resources and application of resources, including its income and expenditure, and cash flows, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards, including FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", and applicable law); and
- have been prepared in accordance with the requirements of the Companies Act 2006.

We have audited the financial statements, included within the Report and Financial Statements (the "Annual Report"), which comprise: balance sheet as at 31 August 2022; statement of financial activities (including income and expenditure account), statement of cash flows for the year then ended; and the notes to the financial statements, which include a description of significant accounting policies.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) ("ISAs (UK)") and applicable law. Our responsibilities under ISAs (UK) are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Independence

We remained independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, which includes the FRC's Ethical Standard and we have fulfilled our other ethical responsibilities in accordance with these requirements.

Conclusions relating to going concern

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from the date on which the financial statements are authorised for issue.

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

However, because not all future events or conditions can be predicted, this conclusion is not a guarantee as to the charitable company's ability to continue as a going concern.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

ASOS FOUNDATION
INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF ASOS FOUNDATION
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Reporting on other information

The other information comprises all of the information in the Annual Report other than the financial statements and our auditors' report thereon. The trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and, accordingly, we do not express an audit opinion or, except to the extent otherwise explicitly stated in this report, any form of assurance thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If we identify an apparent material inconsistency or material misstatement, we are required to perform procedures to conclude whether there is a material misstatement of the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report based on these responsibilities.

With respect to the Report of the Board of Trustees, we also considered whether the disclosures required by the UK Companies Act 2006 and Charities Act 2011 have been included.

Based on our work undertaken in the course of the audit, the Companies Act 2006 requires us also to report certain opinions and matters as described below.

Report of the Board of Trustees

In our opinion, based on the work undertaken in the course of the audit the information given in the Report of the Board of Trustees for the period ended 31 August 2022 is consistent with the financial statements and has been prepared in accordance with applicable legal requirements.

In light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we did not identify any material misstatements in the Report of the Board of Trustees.

Responsibilities for the financial statements and the audit

Responsibilities of the trustees for the financial statements

As explained more fully in the Trustees' Responsibilities Statement in relation to Financial Statements, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements in accordance with the applicable framework and for being satisfied that they give a true and fair view. The trustees are also responsible for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

ASOS FOUNDATION
INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF ASOS FOUNDATION
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Auditors' responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud, is detailed below.

Based on our understanding of the charitable company and its industry/environment, we identified that the principal risks of non-compliance with laws and regulations related to the Charities Act 2011, and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the financial statements such as the Companies Act 2006. We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls), and determined that the principal risks were related to manipulation of net movement of funds to favourably influence result for the year, through postings impacting total income and total expenditure. Audit procedures performed by the engagement team included:

- Identifying and testing journal entries based on our risk assessment, in particular any journal entries posted with unusual account combinations;
- Enquiring of management and the Board of Trustees around actual and potential litigation and claims;
- Reviewing minutes of meetings of the Board of Trustees; and
- Reviewing the financial statement disclosures and testing these to supporting documentation to assess compliance with applicable laws and regulations.

There are inherent limitations in the audit procedures described above. We are less likely to become aware of instances of non-compliance with laws and regulations that are not closely related to events and transactions reflected in financial statements. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations or through collusion.

A further description of our responsibilities for the audit of the financial statements is located on the FRC's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditors' report.

ASOS FOUNDATION
INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF ASOS FOUNDATION
FOR THE YEAR ENDED 31 AUGUST 2022

Use of this report

This report, including the opinions, has been prepared for and only for the charitable company's members as a body in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and for no other purpose. We do not, in giving these opinions, accept or assume responsibility for any other purpose or to any other person to whom this report is shown or into whose hands it may come save where expressly agreed by our prior consent in writing.

Other required reporting

Companies Act 2006 exception reporting

Under the Companies Act 2006 we are required to report to you if, in our opinion:

- we have not obtained all the information and explanations we require for our audit; or
- adequate accounting records have not been kept by the charitable company or returns adequate for our audit have not been received from branches not visited by us; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- the charitable company financial statements are not in agreement with the accounting records and returns.

We have no exceptions to report arising from this responsibility.

Entitlement to exemptions

Under the Companies Act 2006 we are required to report to you if, in our opinion, the trustees were not entitled to: prepare financial statements in accordance with the small companies' regime; take advantage of the small companies' exemption in preparing the Trustees' Annual Report; and take advantage of the small companies exemption from preparing a Strategic Report. We have no exceptions to report arising from this responsibility.

Claire Turner

Claire Turner (Senior Statutory Auditor)
for and on behalf of PricewaterhouseCoopers LLP
Chartered Accountants and Statutory Auditors
Watford
27 June 2023

ASOS FOUNDATION
STATEMENT OF FINANCIAL ACTIVITIES
(INCLUDING INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 AUGUST 2022

		Unrestricted and Total Funds	Unrestricted and Total Funds
		Year ended 31-Aug-22	Year ended 31-Aug-21 (restated)
		£	£
Income:	Note		
Donations	3	809,620	208,862
Other trading activities	4	361,707	541,661
Total income		<u>1,171,327</u>	<u>750,523</u>
Expenditure:			
Cost of raising funds	5	(336,079)	(285,724)
Charitable activities	6	(669,660)	(1,836,792)
Other Costs		(24,434)	(14,084)
Total expenditure		<u>(1,030,173)</u>	<u>(2,136,600)</u>
Net income/(expense) and net movement in funds for the year		<u>141,154</u>	<u>(1,386,077)</u>
Net loss on investment	9	(24,360)	(7,831)
Net movement in funds		<u>116,794</u>	<u>(1,393,908)</u>
Reconciliation of funds			
Total funds brought forward		(301,043)	1,092,865
Total funds carried forward		<u>(184,249)</u>	<u>(301,043)</u>

All income and expenditure are derived from continuing activities.

Refer to note 2 for details of prior year restatements.

**ASOS FOUNDATION
BALANCE SHEET
AS AT 31 AUGUST 2022**

		As at 31-Aug-22	As at 31-Aug-21
	Note	£	£
Non-Current Assets			
Investments	9	5,314	29,674
Current Assets			
Cash at bank and in hand		403,637	718,391
Prepayments	10	108,600	29,700
Trade debtors	11	55,711	45,170
Accrued Income	12	199,225	135,022
Current Liabilities			
Accruals	13		
Payables	14	(38,300)	(59,000)
		(18,436)	(300,000)
Net current Assets		<u>710,437</u>	<u>569,283</u>
Non-current Liabilities			
Payables	14	(900,000)	(900,000)
Net Liabilities		<u>(184,249)</u>	<u>(301,043)</u>
The funds of the charity:			
Unrestricted funds		(184,249)	(301,043)
Total charity funds		<u>(184,249)</u>	<u>(301,043)</u>

Notes 1 to 18 on pages 20 to 28 form part of the Financial Statements.

The Trustees have prepared the Financial Statements in accordance with section 398 of the Companies Act 2006 and section 138 of the Charities Act 2011. These financial statements are prepared in accordance with the special provisions of Part 15 of the Companies Act relating to small companies and constitute the Annual Financial Statements required by the Companies Act 2006 and are for circulation to members of the company.

The Financial Statements of the ASOS Foundation, registered number 08658508 on pages 17 to 28 were approved by the Board of Trustees and authorised for issue on 27 June 2023 and were signed on its behalf by:

DocuSigned by:

Nicholas Robertson

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N Robertson
Trustee

ASOS FOUNDATION
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 AUGUST 2022

		Year ended 31-Aug-22	Year ended 31-Aug-21
	Note	£	£
Net cash used in operating activities	18	(314,754)	(350,149)
Cash and cash equivalents at the beginning of the year		718,391	1,068,540
Decrease in cash and cash equivalents in the year		(314,754)	(350,149)
Total cash and cash equivalents at the end of the year		403,637	718,391

Net debt is comprised of Cash at bank and in hand, therefore changes in the balance of net debt from 1 September 2021 to 31 August 2022 comprise only cash flow movements as disclosed above.

ASOS FOUNDATION
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 AUGUST 2022

1. ACCOUNTING CONVENTION AND POLICIES

The following principal accounting policies have been applied consistently to all periods presented.

Accounting convention

The Financial Statements for the year ended 31 August 2022 have been prepared under the historical cost convention, with the exception of investments which are held at fair value, and are in accordance with the Companies Act 2006 applicable United Kingdom law and accounting standards.

The charity has opted to prepare its Financial Statements using the Financial Reporting Standard applicable in the UK and the Republic of Ireland (FRS 102) and follow the Charities SORP.

As a charity registered in England and Wales, the charitable company also reports in accordance with the Charity Commission for England and Wales' guidance on public benefit and the Charities Act 2011.

The Financial Statements are presented in sterling and all values are rounded to the nearest pound except where otherwise indicated.

The Financial Statements have been prepared on a going concern basis as explained on page 8.

Accounting policies

a) Income

Donations are included in the Statement of Financial Activities when the Foundation is legally entitled to the income, receipt is probable, and its amount can be measured reliably.

Income from Other Trading activities relates to income from fundraising events held by the Foundation and is recognised in the period when the event takes place.

b) Expenditure

Expenditure is accounted for on an accruals basis and is classified as relating to fundraising or charitable activities, as appropriate.

The accounting policy has been adopted for the apportionment of staff costs to allocate these between the cost of raising funds and charitable activities. This is based on an estimation of the time spent on these two main cost activities.

c) Fund accounting

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general objectives of the charity.

ASOS FOUNDATION
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 AUGUST 2022

d) Investments

Investments are initially recognised at cost and subsequently revalued at fair value. The gain/loss arising on the revaluation of shares is recognised in both the Statement of Financial Activities.

e) Cash at bank and in hand

Cash at bank and in hand comprises cash at bank only.

f) Prepayments

Prepayments are initially recognised when paid at the transaction value. Prepayments are derecognised when the good is received or the service is consumed.

g) Trade debtors

Debtors are non-interest bearing and are initially recognised at the transaction value. Subsequently they are measured at amortised cost using the effective interest rate method less provision for impairment. A provision for impairment of receivables is established when there is objective evidence that the charity will not be able to collect all amounts due according to the original terms of the receivable.

h) Accrued income

Accrued income is initially recognised when income is recognised, but not invoiced, at fair value and subsequently measured at amortised cost using the effective interest rate method.

i) Accruals

Accruals are initially recognised at fair value and subsequently measured at amortised cost using the effective interest rate method.

j) Payables

Payables are non-interest bearing and are recognised initially at fair value and subsequently measured at amortised cost using the effective interest method.

ASOS FOUNDATION
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 AUGUST 2022

2. PRIOR PERIOD RESTATEMENTS

The financial statements include a prior year restatement in relation to the disaggregation of other trading activities income and related costs. As our third-party contractor settles the cash takings relating to our Golf Day after taking costs into consideration, this was not split between income and costs and instead was shown as the net value. Prior period comparatives have therefore been restated to show the split of total income and costs relating to the Golf Day.

Moreover, we have apportioned staff costs to the expenditure line to which they relate based on an estimation of time spent in the year which we have based on a 60:40 ratio of charitable activities and cost of raising funds respectively to align with the SORP.

For the year ended 31 st August 2021	As previously reported	Income and cost adjustment	As restated
Income:			
Donations	208,862	-	208,862
Other trading activities	298,931	242,730	541,661
Total income	507,793	242,730	750,523
Expenditure:			
Cost of raising funds	-	(285,724)	(285,724)
Charitable activities	(1,772,300)	(64,492)	(1,836,792)
Other Costs	(14,084)	-	(14,084)
Staff Costs	(107,486)	107,486	-
Total expenditure	(1,893,870)	(242,730)	(2,136,600)
Net (expense)/income and net movement in funds for the year	(1,386,077)	-	(1,386,077)

3. DONATIONS

	Year ended 31-Aug-22	Year ended 31-Aug-21
	Unrestricted Funds	Unrestricted Funds
	£	£
ASOS.com Limited donations	626,061	107,486
Supplier donations	75	1,400
Employee donations	54,066	71,036
Sample sale donations	74,400	8,655
Customer donations	55,018	20,285
Total	809,620	208,862

ASOS FOUNDATION
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 AUGUST 2022

4. OTHER TRADING ACTIVITIES

	Year ended 31-Aug-22	Year ended 31-Aug-21 (restated)
	Unrestricted Funds	Unrestricted Funds
	£	£
Golf day income	353,609	541,661
Other events	8,098	-
Total	361,707	541,661

5. COST OF RAISING FUNDS

	Year ended 31-Aug-22	Year ended 31-Aug-21 (restated)
	Unrestricted Funds	Unrestricted Funds
	£	£
Golf day expenses	235,893	242,730
Gala expenses	29,700	-
Other expenses	26,783	-
Associated staff costs	43,703	42,994
Total	336,079	285,724

ASOS FOUNDATION
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 AUGUST 2022

6. CHARITABLE ACTIVITIES

Unrestricted funds raised by the ASOS Foundation were donated to the following charities and the associated staff costs have been assigned based on the assumption that sixty percent of time dedicated to Asos Foundation is spent on managing these partnerships:

	Year ended 31-Aug-22	Year ended 31-Aug-21 (restated)
	Unrestricted Funds	Unrestricted Funds
	£	£
UK: The Prince's Trust	183,470	56,500
UK: Centrepont	240,636	238,800
UK: OnSide Youth Zones	-	1,200,000
India: Udayan care	45,000	102,000
Kenya: Project pipeline	135,000	175,000
Associated staff costs	65,554	64,492
Total	669,660	1,836,792

7. STAFF COSTS

During the year ended 31 August 2022, there were 7 members of staff (2021: 7 staff members) who work for ASOS.com Limited but had contributed their time to the Foundation. Asos.com Limited donate the expenditure related to these services to the Foundation. The estimated value of this time is below:

	Year ended 31-Aug-22	Year ended 31-Aug-21
	£	£
Wages and salaries	92,497	90,325
Social security costs	12,765	11,742
Pension costs	3,995	5,419
Total	109,257	107,486

ASOS FOUNDATION
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 AUGUST 2022

8. AUDITORS' REMUNERATION

The following has been charged in respect of auditors' remuneration:

	Year ended 31-Aug-22	Year ended 31-Aug-21
	£	£
Statutory audit of the Company's financial statements	24,300	14,000
Total	24,300	14,000

9. INVESTMENTS

At 31 August 2022 and at 31 August 2021, ASOS Foundation held an interest in the following company:

Name of company	Country of registration	Proportion of ordinary shares held	Nature of business
ASOS Plc	United Kingdom	0.001%	Global fashion retailer Group company

The value per share as at 31 August 2022 was £6.96 (31 August 2021: £38.84), resulting in an investment value of £5,314 (31 August 2021: £29,674).

10. PREPAYMENTS

Prepayments represent amounts paid in advance for future events. On 31 August 2022, £108,600 was paid in advance of the ASOS Foundation Charity Gala, held in September 2022.

	As at 31-Aug-22	As at 31-Aug-21
	£	£
ASOS Foundation Charity Gala	108,600	29,700
Total	108,600	29,700

ASOS FOUNDATION
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 AUGUST 2022

11. TRADE DEBTORS

Trade debtors represents amounts invoiced within the year but outstanding at year-end; these wholly relate to fundraising events income.

	As at 31-Aug-22	As at 31-Aug-21
	£	£
Fundraising events income	55,711	45,170
Total	55,711	45,170

12. ACCRUED INCOME

Accrued income represents donations receivable but not yet invoiced or received in cash. At 31 August 2022 this was made up of various income types relating to income earned in the year.

	As at 31-Aug-22	As at 31-Aug-21
	£	£
Fundraising events income	117,716	135,022
ASOS.com Limited donations	16,804	-
Sample sale donations	60,481	-
Employee donations	4,224	-
Total	199,225	135,022

13. ACCRUALS

Accruals represent amounts due but not yet invoiced or paid. The audit fee is paid by ASOS.com Limited on behalf of the Charity, this accrual relates to both the FY21 and FY22 fee which will be paid across to Asos.com Limited in FY23.

	As at 31-Aug-22	As at 31-Aug-21
	£	£
Udayan care instalment	-	45,000
Audit fee accrual	38,300	14,000
Total	38,300	59,000

ASOS FOUNDATION
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 AUGUST 2022

14. PAYABLES

Payables represent amounts committed but not yet paid. Included in the balance as at 31 August 2022 are outstanding contributions to OnSide, which are split over future financial periods (Note 15).

	As at 31-Aug-22	As at 31-Aug-21
	£	£
Contribution to OnSide Youth Zones	-	300,000
Contribution to SOKO Community Trust Projects	10,000	-
Other payables	8,436	-
Total due in less than 1 year	18,436	300,000
Contribution to OnSide Youth Zones	900,000	900,000
Total due in greater than 1 year	900,000	900,000
Total payables	918,436	1,200,000

15. GRANT CREDITORS AND COMMITMENTS

Grant creditors, relating to OnSide Youth Zones, which were committed to in the previous financial year are payable over the following periods as at 31st August 2022:

	As at 31-Aug-22 £	As at 31-Aug-21 £
Due in <1 year	-	300,000
Due in 1-2 years	300,000	300,000
Due in 2-5 years	600,000	600,000
Total	900,000	1,200,000

16. TRUSTEES' REMUNERATION & RELATED PARTY TRANSACTIONS

No members of the Board received any remuneration during the year (2021: None).

No trustee or other person related to the charity had any personal interest in any contract or transaction entered by the charity during the year ended 31 August 2022 (2021: None).

Nick Beighton, a previous trustee of the Foundation, was also a Director at ASOS.com Limited within the year ended 31 August 2022. During the Financial year, ASOS.com Limited donated £626,061 (2021: £107,486) to the Foundation.

Nick Robertson donated £52,175 to the Foundation during the year ended 31 August 2022 (2021: £50,906).

ASOS FOUNDATION
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 AUGUST 2022

17. TAXATION

ASOS Foundation is a registered charity and as such is potentially exempt from taxation of its income and gains, to the extent that they fall within the charity exemptions in the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992. No charge has arisen in the year (2021: None).

18. NET CASH USED IN OPERATING ACTIVITIES

	Year ended 31-Aug-22	Year ended 31-Aug-21
	Unrestricted Funds	Unrestricted Funds
	£	£
Net movement in funds for the year	116,794	(1,393,908)
Adjusted for:		
Loss in Investments	24,360	7,831
Increase in Prepayments	(78,900)	-
Increase in Debtors	(10,541)	-
Increase in Accrued Income	(64,203)	(154,742)
Increase/ (Decrease) in Payables	(281,564)	1,190,670
Decrease in Accruals	(20,700)	-
Net cash used in operating activities	(314,754)	(350,149)