

ASOS Plc (Asos)

TICKER
LON:ASC

MARKET CAPITALISATION
US\$2.61 billion

HEADQUARTERS
United Kingdom

DISCLOSURES

UK Modern Slavery Act: [Yes](#)

California Transparency in Supply Chains Act: Not applicable

Australia Modern Slavery Act: Not determined

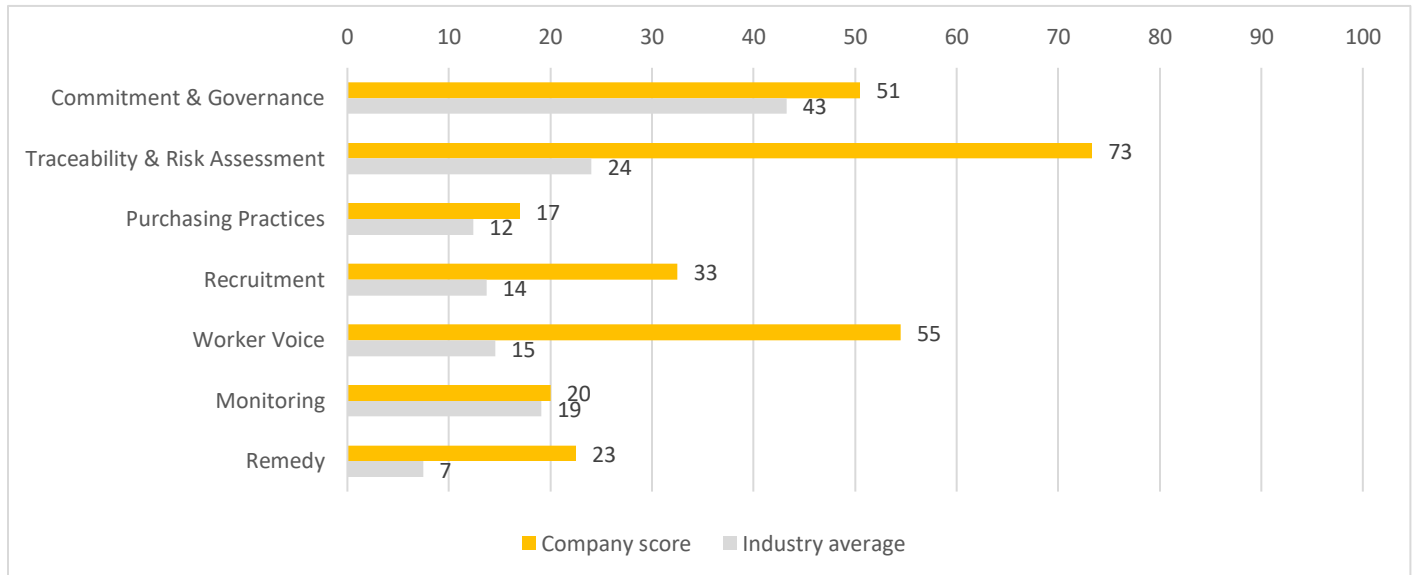
OVERALL RANKING

7 out of 65

OVERALL SCORE

46 out of 100

THEME-LEVEL SCORES



KEY DATA POINTS

FIRST-TIER SUPPLIER LIST

Yes

RISK ASSESSMENT

Yes

DATA ON PURCHASING PRACTICES

❌ No

ENGAGED WITH KNOWTHECHAIN²

Yes

NO-FEE POLICY

Yes (Employer Pays Principle)

REMEDY FOR SUPPLY CHAIN WORKERS

Yes (Limited)

HIGH-RISK RAW MATERIALS¹

❌ Cotton, leather, wool

SUMMARY

ASOS Plc (Asos), one of the UK's most popular online shops,³ ranks joint 7th out of 65 companies. The company's score is based on its stronger performance on the themes of Traceability & Risk Assessment and Worker Voice. The company is the highest-scoring online retailer in the benchmark and is the second-highest scoring company on the theme of Worker Voice. Notably, the company discloses strong stakeholder engagement with unions and local civil society organisations in both assessing and addressing forced labour risks. However, with a score of 46/100, the company continues to have substantial scope for improvement on its prevention and management of forced labour risks.

KnowTheChain identified one allegation of forced labour in the company's supply chains. The company states it has been engaging with civil society organisations and the Coalition to End Forced Uyghur Labour, has signed the Coalition's Call to Action and disengaged with two first-tier factories. However, it does not disclose detail on the steps it has taken to address the risks of alleged Uyghur forced labor across raw materials and supply chain tiers.

The company has an opportunity to improve its performance and disclosure on the themes of Purchasing Practices, Recruitment, and Remedy.

LEADING PRACTICES

Traceability & Risk Assessment: Asos discloses a supplier list covering 100% of tier 1 to tier 3 suppliers. It states its fourth and fifth tiers are partially mapped, including 75% of its viscose supply chain which is mapped to fifth tier. Asos also discloses factory-level data on the percentage of women in its tier 1 to 3 suppliers, as well as the overall percentage of migrant workers.

Responsible Recruitment: The company reports working with EcForme, a local Malagasy NGO, to develop pre-departure orientation training for migrant workers considering migration from Madagascar to Mauritius as well as with Ovibashi Karmi Unnayan Program, a local community-based migrant rights organisation in Bangladesh, to develop pre-departure orientation training for workers considering migration to Mauritius from Bangladesh.

Grievance Mechanism: Asos discloses it launched the Just Good Work app in Mauritius where among accessing information about their rights, workers can report grievances that go directly to the Migrant Resource Centre and local trade union Confederation des Travailleurs des Secteurs Publique et Privé (CTSP). The company disclosed CTSP has trained workers in Mauritius on how to use the app and reported on the number of workers using the app.

OPPORTUNITIES FOR IMPROVEMENT

Purchasing Practices: The company is a member of ACT (Action, Collaboration, Transformation) and thus commits to ensuring that its purchasing practices facilitate the payment of living wages and to ensuring that its purchasing practices support long-term partnerships with manufacturers in support of ethical trade. The company is encouraged to adopt and disclose purchasing practices that decrease the risk of forced labour, such as improving planning and forecasting and prompt payment, and disclose quantitative data evidencing the implementation of responsible purchasing practices. The company may further consider separating labour costs from price negotiations such that all direct and indirect labour costs are isolated and incorporated as a distinct costing block in pricing. The company should consider integrating [responsible buying practices in its contracts](#) with suppliers, to ensure that the responsibility for respecting human rights is shared.

Recruitment: While the company discloses a policy that includes the Employer Pays Principle, the company is encouraged to disclose how it ensures its implementation through the prevention of fees in its supply chains: such as through mapping of migration corridors and labour agencies used by suppliers, specialised monitoring for fees, and evidence of supplier payment of fees to labour agencies directly. It may also consider steps to ensure that such fees are reimbursed to the workers and/or to provide evidence of payment of recruitment-related fees by suppliers.

Remedy: The company may consider establishing a process to ensure that remedy is provided to workers in its supply chains in cases of forced labour and disclosing details on this process, such as responsible parties, approval procedures, timeframes, and, crucially, engagement with affected stakeholders. While the company provides some information on examples of remedy outcomes for workers, to demonstrate to its stakeholders that it has an effective remedy process in place, the company is encouraged to disclose detail on examples of remedy provided to its suppliers' workers.

¹ For further details on high-risk raw materials and sourcing countries, see KnowTheChain's 2023 apparel & footwear benchmark [findings report](#).

² Research conducted through June 2023 or through September 2023, where companies provided additional disclosure or links. For more information, see the full dataset [here](#). For information on a company's positive and negative human rights impact, see the Business & Human Rights Resource Centre [website](#).

³ Statista (2023), "[Most popular online shops in the UK as of September 2023](#)." Accessed 20 November 2023.