

ADIL  
8 January 2008

**Adili plc**  
**("Adili" or "the Company")**

**Trading Update**

Adili plc, the online ethical fashion retailer which was admitted to trading on AIM in December 2007, announces a trading update for the Christmas 2007 trading period.

Sales in the four weeks prior to the final shipping date for Christmas (21 December 2007) were up by 388 per cent. on those for the same period in 2006. 2,357 items (2006: 835) were shipped, arising from 1,050 orders (2006: 376), during the same period.

The Company also reports that strong trading has continued into the sale period, which commenced on 21 December 2007.

The Directors are greatly encouraged by the level of trading leading up to Christmas and the strong start to the Sale, which was in line with their expectations.

Adam Smith, Chief Executive, commented:

“Given the increasing share of the retail market being taken by ethical consumerism together with the continued rapid growth of online retail sales, we remain confident and excited about the prospects for Adili.”

**Enquiries:**

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**About Adili plc**

Adili was launched in September 2006 as an online shop for ethical fashion ([www.adili.com](http://www.adili.com)). The Company sources and offers fashionable and stylish clothes,

accessories and other lifestyle products for women, men and children from a range of ethical brands.

The business was established by three of its directors: Quentin Griffiths (Non-executive Director), co-founder of ASOS plc and EBTM plc; Adam Smith (Chief Executive Officer), who has worked in the retail sector for 15 years; and Christopher Powles (Finance Director), who has a strong financial and environmental background. The Company's Creative Director is Sim Scavazza, previously brand director at Miss Selfridge, and the Company is advised on ethical issues by Clare Lissaman, a highly regarded independent consultant on ethical trading, fair trade and corporate social responsibility.

Adili floated on AIM on 12 December 2007, at the same time raising £1.5 million (gross) in a placing of shares.

According to the Cooperative Bank's Ethical Consumerism Report 2007, the market for ethical products, such as humane cosmetics and eco-fashion, was worth approximately £1.5 billion in 2006, with sales in the "ethical clothing" sector up 79 per cent. to £52 million.