

AO World plc (the "Company")

Director / PDMR Shareholding

On 17 January 2025, the Company received notification that The Jolly Foundation, a registered charity and private company limited by guarantee, of which John Roberts, a director and Chief Executive Officer of the Company, and his spouse are each a trustee, member and director, acquired a total of 5,442,115 shares at nil cost.

The Notification of Dealing Form provided in accordance with the requirements of UK MAR in relation to the transaction is set out below:

NOTIFICATION AND PUBLIC DISCLOSURE OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM

1	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	<i>The Jolly Foundation</i>				
2	Reason for the notification					
a)	Position/status	<i>The Jolly Foundation is a person closely associated with John Roberts, a PDMR occupying the position of a director of the Company and the Chief Executive Officer</i>				
b)	Initial notification/Amendment	<i>Initial Notification</i>				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	<i>AO World PLC</i>				
b)	LEI	<i>2138005FFOAJIUZY4375</i>				
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted					
a)	Description of the financial instrument, type of instrument	<i>Ordinary shares of 0.25p each</i>				
b)	Nature of the transaction	<i>Acquisition</i>				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>0p</td> <td>5,442,115</td> </tr> </tbody> </table>	Price(s)	Volume(s)	0p	5,442,115
Price(s)	Volume(s)					
0p	5,442,115					
d)	Aggregated information	<i>As above</i>				
	- Aggregated volume					
	- Price					
e)	Date of the transaction	<i>17 January 2025</i>				
f)	Place of the transaction	<i>London Stock Exchange</i>				

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