

23 September 2025

AO World PLC
Transaction in Own Shares

AO World PLC (the "Company") announces the purchase, in accordance with the authority granted by shareholders at the Company's Annual General Meeting on 15 September 2025, of 93,561 ordinary shares of 0.25 pence each in the capital of the Company (the "Shares") on 22 September 2025 as part of the share buyback programme announced on 17 September 2025 (the "Programme").

The Company intends to cancel the Shares.

Since the announcement of the Programme on 17 September 2025, the Company has purchased a total of 93,561 ordinary shares of 0.25 pence each in the capital of the Company.

Following cancellation of the Shares the Company will have a total of 580,209,914 shares in issue. No ordinary shares are held in treasury.

The table below contains detailed information about the purchases referred to above.

Schedule of purchases

Shares purchased: AO World PLC (ISIN: GB00BJTNFH41)
Date of purchases: 22 September 2025
Investment firm: Jefferies International Limited

Aggregate information

Venue	Aggregated number of ordinary shares purchased	Volume-weighted average price per share (£)	Lowest price per share (£)	Highest price per share (£)
London Stock Exchange	83,555	0.9945	0.9900	0.9980
CBOE CXE	942	0.9930	0.9860	0.9960
CBOE BXE	6,306	0.9943	0.9920	0.9960
Turquoise Services Limited	235	0.9956	0.9940	0.9980
Aquis Exchange	2,523	0.9950	0.9900	0.9980

In accordance with Article 5(1)(b) of the Market Abuse Regulation (EU) No 596/2014 (as it forms part of domestic law of the United Kingdom by virtue of the European Union (Withdrawal) Act 2018), a full breakdown of the individual trades made by Jefferies International Limited on behalf of the Company is set out below.

Transaction Time	Time Zone	Volume	Price	Currency	Platform Code	Transaction reference number
11:28:25	GMT	9	0.986	GBP	CHIX	00489178347TRLO1.1.1
11:33:00	GMT	1	0.986	GBP	CHIX	00489179265TRLO1.1.1
13:30:55	GMT	21	0.986	GBP	CHIX	00489203619TRLO1.1.1
16:02:32	GMT	23	0.998	GBP	TRQX	00489263575TRLO1.1.1
16:02:32	GMT	69	0.998	GBP	TRQX	00489263576TRLO1.1.1
16:02:32	GMT	630	0.996	GBP	BATE	00489263578TRLO1.1.1
16:02:32	GMT	1260	0.996	GBP	BATE	00489263577TRLO1.1.1
16:02:33	GMT	91	0.986	GBP	CHIX	00489263591TRLO1.1.1
16:02:33	GMT	1638	0.990	GBP	XLON	00489263592TRLO1.1.1
16:02:33	GMT	13495	0.990	GBP	XLON	00489263593TRLO1.1.1

16:02:33	GMT	2488	0.990	GBP	XLON	00489263594TRLO1.1.1
16:02:33	GMT	279	0.990	GBP	XLON	00489263595TRLO1.1.1
16:02:38	GMT	252	0.998	GBP	AQXE	00489263644TRLO1.1.1
16:02:38	GMT	504	0.998	GBP	AQXE	00489263645TRLO1.1.1
16:02:38	GMT	703	0.997	GBP	XLON	00489263646TRLO1.1.1
16:02:38	GMT	1569	0.997	GBP	XLON	00489263647TRLO1.1.1
16:02:41	GMT	2400	0.997	GBP	XLON	00489263661TRLO1.1.1
16:02:46	GMT	5000	0.997	GBP	XLON	00489263690TRLO1.1.1
16:02:52	GMT	142	0.997	GBP	XLON	00489263730TRLO1.1.1
16:02:52	GMT	1964	0.997	GBP	XLON	00489263729TRLO1.1.1
16:03:01	GMT	786	0.997	GBP	XLON	00489263813TRLO1.1.1
16:03:01	GMT	787	0.997	GBP	XLON	00489263812TRLO1.1.1
16:03:02	GMT	633	0.997	GBP	XLON	00489263822TRLO1.1.1
16:03:02	GMT	2	0.997	GBP	XLON	00489263824TRLO1.1.1
16:03:02	GMT	73	0.997	GBP	XLON	00489263823TRLO1.1.1
16:03:03	GMT	6138	0.997	GBP	XLON	00489263827TRLO1.1.1
16:03:07	GMT	91	0.994	GBP	CHIX	00489263858TRLO1.1.1
16:03:07	GMT	91	0.994	GBP	CHIX	00489263859TRLO1.1.1
16:07:04	GMT	331	0.998	GBP	XLON	00489265530TRLO1.1.1
16:07:04	GMT	805	0.998	GBP	XLON	00489265531TRLO1.1.1
16:07:04	GMT	759	0.997	GBP	XLON	00489265532TRLO1.1.1
16:07:04	GMT	329	0.997	GBP	XLON	00489265535TRLO1.1.1
16:07:04	GMT	634	0.997	GBP	XLON	00489265534TRLO1.1.1
16:07:04	GMT	1909	0.997	GBP	XLON	00489265533TRLO1.1.1
16:07:04	GMT	913	0.998	GBP	XLON	00489265536TRLO1.1.1
16:07:07	GMT	252	0.993	GBP	AQXE	00489265552TRLO1.1.1
16:09:10	GMT	184	0.996	GBP	XLON	00489266275TRLO1.1.1
16:09:10	GMT	340	0.996	GBP	XLON	00489266276TRLO1.1.1
16:09:10	GMT	612	0.996	GBP	XLON	00489266274TRLO1.1.1
16:09:32	GMT	252	0.993	GBP	AQXE	00489266466TRLO1.1.1
16:09:32	GMT	91	0.994	GBP	CHIX	00489266465TRLO1.1.1
16:09:32	GMT	630	0.992	GBP	BATE	00489266468TRLO1.1.1
16:09:32	GMT	630	0.992	GBP	BATE	00489266469TRLO1.1.1
16:09:32	GMT	91	0.994	GBP	CHIX	00489266467TRLO1.1.1
16:09:32	GMT	2272	0.994	GBP	XLON	00489266470TRLO1.1.1
16:09:32	GMT	23	0.994	GBP	TRQX	00489266471TRLO1.1.1
16:11:35	GMT	2272	0.993	GBP	XLON	00489267269TRLO1.1.1
16:12:27	GMT	91	0.996	GBP	CHIX	00489267670TRLO1.1.1
16:13:07	GMT	442	0.994	GBP	BATE	00489267928TRLO1.1.1
16:13:07	GMT	472	0.996	GBP	XLON	00489267929TRLO1.1.1
16:13:07	GMT	1800	0.996	GBP	XLON	00489267927TRLO1.1.1
16:16:39	GMT	188	0.994	GBP	BATE	00489269394TRLO1.1.1
16:16:39	GMT	252	0.994	GBP	AQXE	00489269393TRLO1.1.1
16:16:39	GMT	1333	0.994	GBP	BATE	00489269398TRLO1.1.1
16:16:39	GMT	4544	0.996	GBP	XLON	00489269396TRLO1.1.1
16:16:39	GMT	5959	0.996	GBP	XLON	00489269395TRLO1.1.1
16:16:39	GMT	1136	0.996	GBP	XLON	00489269399TRLO1.1.1
16:16:39	GMT	1136	0.996	GBP	XLON	00489269400TRLO1.1.1
16:16:39	GMT	1136	0.996	GBP	XLON	00489269401TRLO1.1.1
16:16:39	GMT	1136	0.996	GBP	XLON	00489269402TRLO1.1.1
16:16:39	GMT	23	0.994	GBP	TRQX	00489269404TRLO1.1.1
16:16:39	GMT	56	0.994	GBP	TRQX	00489269403TRLO1.1.1
16:18:26	GMT	633	0.994	GBP	AQXE	00489270329TRLO1.1.1
16:18:26	GMT	2051	0.997	GBP	XLON	00489270330TRLO1.1.1
16:18:35	GMT	249	0.994	GBP	CHIX	00489270375TRLO1.1.1
16:18:54	GMT	537	0.994	GBP	BATE	00489270515TRLO1.1.1
16:19:18	GMT	18	0.994	GBP	TRQX	00489270721TRLO1.1.1
16:20:42	GMT	209	0.994	GBP	AQXE	00489271439TRLO1.1.1
16:20:44	GMT	3785	0.994	GBP	XLON	00489271452TRLO1.1.1
16:24:46	GMT	60	0.994	GBP	CHIX	00489271750TRLO1.1.1

16:21:10	GMT	09	0.994	GBP	CHIX	004892717391TRLO1.1.1
16:22:19	GMT	40	0.994	GBP	BATE	004892723291TRLO1.1.1
16:22:19	GMT	442	0.994	GBP	BATE	004892723281TRLO1.1.1
16:22:45	GMT	18	0.994	GBP	TRQX	004892724731TRLO1.1.1
16:22:58	GMT	133	0.996	GBP	AQXE	004892726071TRLO1.1.1
16:23:00	GMT	3771	0.994	GBP	XLON	004892726571TRLO1.1.1
16:24:23	GMT	174	0.996	GBP	BATE	004892732451TRLO1.1.1
16:24:52	GMT	36	0.990	GBP	AQXE	004892737871TRLO1.1.1
16:24:52	GMT	47	0.990	GBP	CHIX	004892737861TRLO1.1.1
16:24:56	GMT	3205	0.990	GBP	XLON	004892738311TRLO1.1.1
16:25:11	GMT	5	0.994	GBP	TRQX	004892739931TRLO1.1.1
16:26:59	GMT	3380	0.995	GBP	XLON	004892747841TRLO1.1.1
16:28:01	GMT	587	0.995	GBP	XLON	004892753591TRLO1.1.1

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