

24 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 97,697 ordinary shares of 0.25 pence each in the capital of the Company (the "Shares") on 23 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 191,258 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 580,112,217 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: 23 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	93,143	0.9938	0.9860	1.0100
CBOE CXE	504	0.9888	0.9860	0.9890
CBOE BXE	2,516	0.9889	0.9870	0.9900
Turquoise Services Limited	130	0.9890	0.9890	0.9890
Aquis Exchange	1,404	0.9887	0.9860	0.9890

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
08:03:13	GMT	68	0.987	GBP	BATE	00489313339TRLO1.1.1
08:04:13	GMT	4	0.986	GBP	CHIX	00489313519TRLO1.1.1
08:04:24	GMT	850	0.986	GBP	XLON	00489313569TRLO1.1.1
08:04:25	GMT	5	0.986	GBP	CHIX	00489313570TRLO1.1.1
08:06:29	GMT	68	0.987	GBP	BATE	00489313959TRLO1.1.1
08:06:29	GMT	850	0.986	GBP	XLON	00489313960TRLO1.1.1
08:06:34	GMT	9	0.986	GBP	CHIX	00489313977TRLO1.1.1
08:08:53	GMT	9	0.986	GBP	CHIX	00489314341TRLO1.1.1
08:09:48	GMT	68	0.987	GBP	BATE	00489314836TRLO1.1.1
08:09:49	GMT	850	0.986	GBP	XLON	00489314837TRLO1.1.1
08:15:13	GMT	68	0.988	GBP	BATE	00489316009TRLO1.1.1

08:15:13	GMT	850	0.988	GBP	XLON	00489316010TRLO1.1.1
08:17:14	GMT	850	0.990	GBP	XLON	00489316424TRLO1.1.1
08:20:22	GMT	316	0.990	GBP	XLON	00489316989TRLO1.1.1
08:20:22	GMT	534	0.990	GBP	XLON	00489316990TRLO1.1.1
08:22:46	GMT	68	0.988	GBP	BATE	00489317420TRLO1.1.1
08:24:10	GMT	850	0.990	GBP	XLON	00489317784TRLO1.1.1
08:28:03	GMT	850	0.990	GBP	XLON	00489318513TRLO1.1.1
08:32:06	GMT	850	0.990	GBP	XLON	00489319476TRLO1.1.1
08:36:19	GMT	850	0.990	GBP	XLON	00489320288TRLO1.1.1
08:39:47	GMT	136	0.990	GBP	BATE	00489321189TRLO1.1.1
08:39:47	GMT	204	0.990	GBP	BATE	00489321190TRLO1.1.1
08:39:47	GMT	2	0.989	GBP	CHIX	00489321193TRLO1.1.1
08:39:47	GMT	7	0.989	GBP	CHIX	00489321192TRLO1.1.1
08:39:47	GMT	54	0.989	GBP	CHIX	00489321191TRLO1.1.1
08:40:09	GMT	243	0.989	GBP	AQXE	00489321287TRLO1.1.1
08:40:09	GMT	27	0.989	GBP	AQXE	00489321288TRLO1.1.1
08:40:38	GMT	850	0.989	GBP	XLON	00489321470TRLO1.1.1
08:42:00	GMT	18	0.989	GBP	CHIX	00489321800TRLO1.1.1
08:42:02	GMT	68	0.990	GBP	BATE	00489321831TRLO1.1.1
08:42:16	GMT	27	0.989	GBP	AQXE	00489321884TRLO1.1.1
08:45:00	GMT	9	0.989	GBP	CHIX	00489322486TRLO1.1.1
08:45:00	GMT	27	0.989	GBP	AQXE	00489322487TRLO1.1.1
08:45:14	GMT	850	0.989	GBP	XLON	00489322552TRLO1.1.1
08:45:16	GMT	68	0.990	GBP	BATE	00489322561TRLO1.1.1
08:49:28	GMT	27	0.989	GBP	AQXE	00489323569TRLO1.1.1
08:49:54	GMT	3	0.989	GBP	BATE	00489323623TRLO1.1.1
08:49:54	GMT	65	0.989	GBP	BATE	00489323624TRLO1.1.1
08:49:56	GMT	850	0.989	GBP	XLON	00489323631TRLO1.1.1
08:54:23	GMT	27	0.989	GBP	AQXE	00489324624TRLO1.1.1
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08:54:50	GMT	68	0.989	GBP	BATE	00489324734TRLO1.1.1
08:59:26	GMT	27	0.989	GBP	AQXE	00489325750TRLO1.1.1
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09:11:05	GMT	850	0.990	GBP	XLON	00489328985TRLO1.1.1
09:16:59	GMT	850	0.990	GBP	XLON	00489330400TRLO1.1.1
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09:29:53	GMT	850	0.990	GBP	XLON	00489333329TRLO1.1.1
09:36:48	GMT	715	0.990	GBP	XLON	00489334856TRLO1.1.1
09:36:48	GMT	135	0.990	GBP	XLON	00489334857TRLO1.1.1
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09:41:35	GMT	68	0.989	GBP	BATE	00489335547TRLO1.1.1
09:41:35	GMT	68	0.989	GBP	BATE	00489335548TRLO1.1.1
09:41:35	GMT	136	0.989	GBP	BATE	00489335545TRLO1.1.1
09:41:35	GMT	18	0.989	GBP	CHIX	00489335551TRLO1.1.1
09:41:35	GMT	27	0.989	GBP	CHIX	00489335550TRLO1.1.1
09:41:35	GMT	68	0.989	GBP	BATE	00489335549TRLO1.1.1
09:41:35	GMT	9	0.989	GBP	CHIX	00489335552TRLO1.1.1
09:41:35	GMT	9	0.989	GBP	CHIX	00489335553TRLO1.1.1
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09:41:35	GMT	54	0.989	GBP	AQXE	00489335557TRLO1.1.1
09:41:35	GMT	27	0.989	GBP	AQXE	00489335560TRLO1.1.1
09:41:35	GMT	27	0.989	GBP	AQXE	00489335561TRLO1.1.1
09:41:35	GMT	27	0.989	GBP	AQXE	00489335562TRLO1.1.1
09:43:58	GMT	68	0.989	GBP	BATE	00489335979TRLO1.1.1
09:44:27	GMT	9	0.989	GBP	CHIX	00489336060TRLO1.1.1
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09:50:43	GMT	54	0.989	GBP	TRQX	00489337076TRLO1.1.1
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11:05:30	GMT	68	0.989	GBP	BATE	00489348762TRLO1.1.1
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11:09:07	GMT	15	0.989	GBP	AQXE	00489349651TRLO1.1.1
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11:14:20	GMT	39	0.989	GBP	AQXE	00489350472TRLO1.1.1
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11:15:25	GMT	81	0.989	GBP	CHIX	00489350619TRLO1.1.1
11:17:25	GMT	18	0.989	GBP	CHIX	00489350891TRLO1.1.1
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11:33:51	GMT	67	0.989	GBP	BATE	00489353848TRLO1.1.1
11:34:01	GMT	2	0.989	GBP	TRQX	00489353900TRLO1.1.1
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11:42:55	GMT	68	0.989	GBP	BATE	00489355566TRLO1.1.1
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11:59:22	GMT	850	0.988	GBP	XLON	00489358514TRLO1.1.1
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12:00:25	GMT	136	0.987	GBP	BATE	00489358888TRLO1.1.1
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12:04:41	GMT	9	0.989	GBP	CHIX	00489360145TRLO1.1.1
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12:23:37	GMT	9	0.989	GBP	CHIX	00489364605TRLO1.1.1
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12:23:37	GMT	728	0.989	GBP	XLON	00489364607TRLO1.1.1
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12:30:51	GMT	9	0.989	GBP	CHIX	00489366181TRLO1.1.1
12:30:51	GMT	850	0.989	GBP	XLON	00489366184TRLO1.1.1
12:32:19	GMT	19	0.987	GBP	AQXE	00489366455TRLO1.1.1
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12:32:19	GMT	54	0.987	GBP	AQXE	00489366453TRLO1.1.1
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12:44:21	GMT	2	0.989	GBP	TRQX	00489368615TRLO1.1.1
12:44:21	GMT	9	0.989	GBP	CHIX	00489368614TRLO1.1.1
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13:30:14	GMT	27	0.989	GBP	AQXE	00489377644TRLO1.1.1
13:30:14	GMT	2	0.989	GBP	TRQX	00489377646TRLO1.1.1
13:30:14	GMT	2	0.989	GBP	TRQX	00489377648TRLO1.1.1
13:30:14	GMT	850	0.989	GBP	XLON	00489377647TRLO1.1.1
13:30:14	GMT	2	0.989	GBP	TRQX	00489377649TRLO1.1.1
13:30:14	GMT	2	0.989	GBP	TRQX	00489377650TRLO1.1.1
13:30:14	GMT	2	0.989	GBP	TRQX	00489377651TRLO1.1.1
13:30:14	GMT	2	0.989	GBP	TRQX	00489377652TRLO1.1.1
13:30:14	GMT	1	0.989	GBP	CHIX	00489377654TRLO1.1.1
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13:30:14	GMT	14	0.989	GBP	AQXE	00489377655TRLO1.1.1

13:30:14	GMT	9	0.989	GBP	CHIX	00489377657TRLO1.1.1
13:30:14	GMT	9	0.989	GBP	CHIX	00489377658TRLO1.1.1
13:30:14	GMT	9	0.989	GBP	CHIX	00489377659TRLO1.1.1
13:30:14	GMT	9	0.989	GBP	CHIX	00489377660TRLO1.1.1
13:30:14	GMT	9	0.989	GBP	CHIX	00489377661TRLO1.1.1
13:30:14	GMT	9	0.989	GBP	CHIX	00489377662TRLO1.1.1
13:30:14	GMT	9	0.989	GBP	CHIX	00489377663TRLO1.1.1
13:32:14	GMT	850	0.989	GBP	XLON	00489378073TRLO1.1.1
13:32:14	GMT	2	0.989	GBP	TRQX	00489378074TRLO1.1.1
13:52:28	GMT	240	0.990	GBP	XLON	00489382932TRLO1.1.1
13:52:28	GMT	3219	0.990	GBP	XLON	00489382931TRLO1.1.1
13:52:32	GMT	268	0.990	GBP	XLON	00489382966TRLO1.1.1
13:52:32	GMT	770	0.990	GBP	XLON	00489382967TRLO1.1.1
13:52:32	GMT	3574	0.990	GBP	XLON	00489382968TRLO1.1.1
13:55:46	GMT	4304	0.995	GBP	XLON	00489383732TRLO1.1.1
14:04:31	GMT	76	0.999	GBP	XLON	00489386235TRLO1.1.1
14:04:31	GMT	2549	0.999	GBP	XLON	00489386234TRLO1.1.1
14:05:51	GMT	914	0.997	GBP	XLON	00489386497TRLO1.1.1
14:05:51	GMT	3073	0.997	GBP	XLON	00489386496TRLO1.1.1
14:05:54	GMT	2159	0.997	GBP	XLON	00489386504TRLO1.1.1
14:05:55	GMT	2159	0.997	GBP	XLON	00489386506TRLO1.1.1
14:06:05	GMT	914	0.997	GBP	XLON	00489386555TRLO1.1.1
14:06:05	GMT	9086	0.997	GBP	XLON	00489386556TRLO1.1.1
14:07:21	GMT	3133	1.000	GBP	XLON	00489386803TRLO1.1.1
14:07:21	GMT	3554	1.000	GBP	XLON	00489386804TRLO1.1.1
14:07:25	GMT	1136	1.000	GBP	XLON	00489386815TRLO1.1.1
14:07:40	GMT	2272	1.000	GBP	XLON	00489386855TRLO1.1.1
14:32:28	GMT	3317	1.006	GBP	XLON	00489395829TRLO1.1.1
14:32:28	GMT	550	1.006	GBP	XLON	00489395831TRLO1.1.1
14:32:28	GMT	571	1.006	GBP	XLON	00489395830TRLO1.1.1
14:33:49	GMT	1955	1.010	GBP	XLON	00489396377TRLO1.1.1

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