

01 October 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 105,580 ordinary shares of 0.25 pence each in the capital of the Company (the "Shares") on 30 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 690,189 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 579,613,286 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: 30 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	103,730	1.0375	1.0260	1.0420
CBOE CXE	310	1.0322	1.0260	1.0400
CBOE BXE	0	–	–	–
Turquoise Services Limited	220	1.0420	1.0420	1.0420
Aquis Exchange	1,320	1.0322	1.0300	1.0400

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
09:22:26	GMT	20	1.036	GBP	CHIX	00490828422TRLO1.1.1
09:22:26	GMT	738	1.036	GBP	XLON	00490828423TRLO1.1.1
09:22:26	GMT	1,830	1.036	GBP	XLON	00490828425TRLO1.1.1
09:22:26	GMT	13,902	1.036	GBP	XLON	00490828424TRLO1.1.1
09:22:26	GMT	60	1.034	GBP	AQXE	00490828427TRLO1.1.1
09:22:26	GMT	915	1.036	GBP	XLON	00490828426TRLO1.1.1
09:22:26	GMT	30	1.034	GBP	AQXE	00490828429TRLO1.1.1
09:22:26	GMT	480	1.034	GBP	AQXE	00490828428TRLO1.1.1

09:22:29	GMT	10	1.032	GBP	CHIX	00490829192TRLO1.1.1
09:26:26	GMT	10	1.032	GBP	CHIX	00490829192TRLO1.1.1
09:26:36	GMT	160	1.032	GBP	CHIX	00490829235TRLO1.1.1
09:29:38	GMT	30	1.032	GBP	AQXE	00490829907TRLO1.1.1
09:29:49	GMT	73	1.028	GBP	XLON	00490829923TRLO1.1.1
09:29:49	GMT	842	1.028	GBP	XLON	00490829924TRLO1.1.1
09:36:36	GMT	30	1.030	GBP	AQXE	00490831233TRLO1.1.1
09:36:46	GMT	915	1.028	GBP	XLON	00490831268TRLO1.1.1
09:41:40	GMT	10	1.026	GBP	CHIX	00490832340TRLO1.1.1
09:41:40	GMT	10	1.026	GBP	CHIX	00490832341TRLO1.1.1
09:41:40	GMT	10	1.026	GBP	CHIX	00490832342TRLO1.1.1
09:41:40	GMT	10	1.026	GBP	CHIX	00490832343TRLO1.1.1
09:43:50	GMT	30	1.030	GBP	AQXE	00490832778TRLO1.1.1
09:51:33	GMT	30	1.030	GBP	AQXE	00490834312TRLO1.1.1
09:54:11	GMT	20	1.026	GBP	CHIX	00490834894TRLO1.1.1
09:54:11	GMT	915	1.026	GBP	XLON	00490834895TRLO1.1.1
09:57:14	GMT	150	1.026	GBP	XLON	00490835585TRLO1.1.1
09:57:14	GMT	612	1.026	GBP	XLON	00490835584TRLO1.1.1
09:58:01	GMT	10	1.026	GBP	CHIX	00490835680TRLO1.1.1
09:59:33	GMT	30	1.030	GBP	AQXE	00490836060TRLO1.1.1
10:03:20	GMT	1,068	1.026	GBP	XLON	00490836870TRLO1.1.1
10:08:03	GMT	30	1.030	GBP	AQXE	00490838616TRLO1.1.1
11:01:10	GMT	915	1.030	GBP	XLON	00490852155TRLO1.1.1
11:05:23	GMT	915	1.030	GBP	XLON	00490853127TRLO1.1.1
11:10:40	GMT	30	1.030	GBP	AQXE	00490854273TRLO1.1.1
11:10:40	GMT	30	1.030	GBP	AQXE	00490854274TRLO1.1.1
11:10:40	GMT	60	1.030	GBP	AQXE	00490854272TRLO1.1.1
11:10:40	GMT	30	1.030	GBP	AQXE	00490854275TRLO1.1.1
11:10:40	GMT	30	1.030	GBP	AQXE	00490854276TRLO1.1.1
11:10:40	GMT	30	1.030	GBP	AQXE	00490854277TRLO1.1.1
11:11:12	GMT	915	1.030	GBP	XLON	00490854413TRLO1.1.1
11:11:12	GMT	3,660	1.030	GBP	XLON	00490854414TRLO1.1.1
11:15:07	GMT	915	1.030	GBP	XLON	00490855237TRLO1.1.1
11:30:07	GMT	30	1.030	GBP	AQXE	00490858517TRLO1.1.1
11:30:07	GMT	259	1.028	GBP	XLON	00490858519TRLO1.1.1
11:30:07	GMT	656	1.028	GBP	XLON	00490858518TRLO1.1.1
11:34:02	GMT	30	1.030	GBP	AQXE	00490859335TRLO1.1.1
11:34:05	GMT	915	1.028	GBP	XLON	00490859343TRLO1.1.1
11:42:36	GMT	30	1.030	GBP	AQXE	00490861205TRLO1.1.1
11:43:50	GMT	915	1.028	GBP	XLON	00490861384TRLO1.1.1
11:51:15	GMT	30	1.030	GBP	AQXE	00490863008TRLO1.1.1
11:56:04	GMT	915	1.030	GBP	XLON	00490864224TRLO1.1.1
11:59:41	GMT	30	1.030	GBP	AQXE	00490865050TRLO1.1.1
12:00:09	GMT	915	1.030	GBP	XLON	00490865200TRLO1.1.1
12:07:43	GMT	30	1.030	GBP	AQXE	00490866925TRLO1.1.1
12:08:14	GMT	915	1.030	GBP	XLON	00490867049TRLO1.1.1
12:15:29	GMT	30	1.030	GBP	AQXE	00490868558TRLO1.1.1
12:15:59	GMT	915	1.030	GBP	XLON	00490868668TRLO1.1.1
12:22:56	GMT	30	1.030	GBP	AQXE	00490870055TRLO1.1.1
12:23:25	GMT	915	1.030	GBP	XLON	00490870135TRLO1.1.1
12:30:09	GMT	30	1.030	GBP	AQXE	00490871398TRLO1.1.1
12:30:35	GMT	915	1.030	GBP	XLON	00490871509TRLO1.1.1
12:37:02	GMT	30	1.030	GBP	AQXE	00490872955TRLO1.1.1
12:37:30	GMT	915	1.030	GBP	XLON	00490873060TRLO1.1.1
12:44:16	GMT	915	1.030	GBP	XLON	00490874415TRLO1.1.1
12:58:35	GMT	10	1.040	GBP	CHIX	00490877701TRLO1.1.1
13:01:11	GMT	10	1.040	GBP	CHIX	00490878685TRLO1.1.1
13:12:00	GMT	30	1.040	GBP	AQXE	00490881175TRLO1.1.1
13:12:00	GMT	20	1.040	GBP	CHIX	00490881176TRLO1.1.1
13:12:00	GMT	231	1.040	GBP	XLON	00490881177TRLO1.1.1
13:12:00	GMT	684	1.040	GBP	XLON	00490881178TRLO1.1.1
13:12:00	GMT	915	1.040	GBP	XLON	00490881179TRLO1.1.1
13:19:45	GMT	30	1.040	GBP	AQXE	00490883035TRLO1.1.1

13:19:45	GMT	10	1.040	GBP	CHIX	00490883036TRLO1.1.1
13:19:45	GMT	915	1.040	GBP	XLON	00490883037TRLO1.1.1
13:19:47	GMT	4	1.042	GBP	TRQX	00490883068TRLO1.1.1
13:19:47	GMT	216	1.042	GBP	TRQX	00490883067TRLO1.1.1
15:02:00	GMT	3,296	1.038	GBP	XLON	00490918791TRLO1.1.1
15:02:00	GMT	3,296	1.038	GBP	XLON	00490918792TRLO1.1.1
15:02:05	GMT	3,296	1.038	GBP	XLON	00490918837TRLO1.1.1
15:17:51	GMT	3,095	1.040	GBP	XLON	00490927238TRLO1.1.1
15:17:51	GMT	12,017	1.040	GBP	XLON	00490927239TRLO1.1.1
16:16:00	GMT	3,256	1.042	GBP	XLON	00490956278TRLO1.1.1
16:16:00	GMT	33,384	1.042	GBP	XLON	00490956279TRLO1.1.1

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