

02 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 108,706 ordinary shares of 0.25 pence each in the capital of the Company (the "Shares") on 01 October 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 798,895 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 579,504,580 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: 01 October 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	106,822	1.0504	1.0420	1.0540
CBOE CXE	155	1.0538	1.0500	1.0540
CBOE BXE	1,036	1.0527	1.0440	1.0540
Turquoise Services Limited	62	1.0440	1.0440	1.0440
Aquis Exchange	631	1.0500	1.0440	1.0540

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
08:02:34	GMT	743	1.044	GBP	XLON	00491031246TRLO1.1.1
08:05:00	GMT	743	1.044	GBP	XLON	00491031964TRLO1.1.1
08:07:39	GMT	743	1.044	GBP	XLON	00491032709TRLO1.1.1
08:10:14	GMT	743	1.044	GBP	XLON	00491033447TRLO1.1.1
08:12:54	GMT	743	1.042	GBP	XLON	00491034632TRLO1.1.1
08:15:41	GMT	743	1.042	GBP	XLON	00491035739TRLO1.1.1
08:18:34	GMT	743	1.042	GBP	XLON	00491036427TRLO1.1.1
08:21:28	GMT	743	1.042	GBP	XLON	00491037125TRLO1.1.1
08:24:25	GMT	743	1.042	GBP	XLON	00491037670TRLO1.1.1
08:27:29	GMT	743	1.042	GBP	XLON	00491038495TRLO1.1.1

08:30:42	GMT	743	1.042	GBP	XLON	00491039182TRLO1.1.1
08:30:49	GMT	60	1.044	GBP	AQXE	00491039201TRLO1.1.1
08:30:49	GMT	132	1.044	GBP	AQXE	00491039200TRLO1.1.1
08:43:59	GMT	743	1.046	GBP	XLON	00491041577TRLO1.1.1
08:54:26	GMT	108	1.050	GBP	XLON	00491043425TRLO1.1.1
08:54:26	GMT	638	1.050	GBP	XLON	00491043427TRLO1.1.1
08:54:26	GMT	740	1.050	GBP	XLON	00491043426TRLO1.1.1
08:56:22	GMT	1,486	1.050	GBP	XLON	00491043740TRLO1.1.1
09:01:05	GMT	743	1.050	GBP	XLON	00491044528TRLO1.1.1
09:05:12	GMT	117	1.050	GBP	XLON	00491045216TRLO1.1.1
09:05:12	GMT	626	1.050	GBP	XLON	00491045217TRLO1.1.1
09:09:31	GMT	743	1.050	GBP	XLON	00491045891TRLO1.1.1
09:13:56	GMT	743	1.050	GBP	XLON	00491046461TRLO1.1.1
09:17:52	GMT	743	1.050	GBP	XLON	00491047105TRLO1.1.1
09:20:12	GMT	3,166	1.046	GBP	XLON	00491047579TRLO1.1.1
09:20:12	GMT	3,166	1.046	GBP	XLON	00491047580TRLO1.1.1
09:20:12	GMT	30	1.046	GBP	XLON	00491047583TRLO1.1.1
09:20:12	GMT	712	1.046	GBP	XLON	00491047582TRLO1.1.1
09:20:12	GMT	1,408	1.046	GBP	XLON	00491047581TRLO1.1.1
09:20:12	GMT	42	1.046	GBP	XLON	00491047584TRLO1.1.1
09:20:12	GMT	817	1.046	GBP	XLON	00491047586TRLO1.1.1
09:20:12	GMT	974	1.046	GBP	XLON	00491047585TRLO1.1.1
09:20:12	GMT	1,534	1.046	GBP	XLON	00491047587TRLO1.1.1
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09:40:05	GMT	3,021	1.054	GBP	XLON	00491050644TRLO1.1.1
10:27:32	GMT	2	1.054	GBP	AQXE	00491060789TRLO1.1.1
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13:08:14	GMT	7	1.054	GBP	CHIX	00491090017TRLO1.1.1
13:08:14	GMT	7	1.054	GBP	CHIX	00491090018TRLO1.1.1
13:08:14	GMT	7	1.054	GBP	CHIX	00491090019TRLO1.1.1
13:08:14	GMT	7	1.054	GBP	CHIX	00491090020TRLO1.1.1
13:08:14	GMT	7	1.054	GBP	CHIX	00491090021TRLO1.1.1
13:08:14	GMT	7	1.054	GBP	CHIX	00491090022TRLO1.1.1
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13:08:14	GMT	7	1.054	GBP	CHIX	00491090025TRLO1.1.1
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13:08:14	GMT	94	1.054	GBP	XLON	00491090029TRLO1.1.1
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13:08:14	GMT	2	1.054	GBP	XLON	00491090030TRLO1.1.1
13:08:16	GMT	72	1.054	GBP	XLON	00491090043TRLO1.1.1
13:08:16	GMT	86	1.054	GBP	XLON	00491090044TRLO1.1.1
13:08:33	GMT	47	1.044	GBP	BATE	00491090090TRLO1.1.1
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13:08:49	GMT	54	1.044	GBP	TRQX	00491090135TRLO1.1.1
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13:10:23	GMT	19	1.044	GBP	AQXE	00491090573TRLO1.1.1
13:16:43	GMT	2	1.044	GBP	TRQX	00491092083TRLO1.1.1
13:18:32	GMT	620	1.044	GBP	XLON	00491092534TRLO1.1.1
13:18:42	GMT	48	1.044	GBP	BATE	00491092548TRLO1.1.1
13:18:52	GMT	20	1.044	GBP	AQXE	00491092569TRLO1.1.1
13:22:01	GMT	2	1.044	GBP	TRQX	00491093208TRLO1.1.1
13:25:54	GMT	620	1.044	GBP	XLON	00491094017TRLO1.1.1
13:25:59	GMT	48	1.046	GBP	BATE	00491094051TRLO1.1.1
13:26:00	GMT	20	1.044	GBP	AQXE	00491094061TRLO1.1.1
13:27:08	GMT	2	1.044	GBP	TRQX	00491094343TRLO1.1.1
13:28:06	GMT	2,016	1.050	GBP	XLON	00491094626TRLO1.1.1
13:38:02	GMT	709	1.050	GBP	XLON	00491097954TRLO1.1.1
13:38:02	GMT	2,476	1.050	GBP	XLON	00491097953TRLO1.1.1
13:56:16	GMT	3,185	1.050	GBP	XLON	00491102839TRLO1.1.1
14:03:07	GMT	777	1.050	GBP	XLON	00491104627TRLO1.1.1
14:03:07	GMT	777	1.050	GBP	XLON	00491104628TRLO1.1.1
14:03:07	GMT	2,408	1.050	GBP	XLON	00491104626TRLO1.1.1
14:03:07	GMT	72	1.050	GBP	XLON	00491104629TRLO1.1.1
14:03:07	GMT	1,490	1.050	GBP	XLON	00491104630TRLO1.1.1
14:03:07	GMT	846	1.050	GBP	XLON	00491104631TRLO1.1.1
14:03:07	GMT	1,196	1.050	GBP	XLON	00491104632TRLO1.1.1
14:03:07	GMT	1,989	1.050	GBP	XLON	00491104633TRLO1.1.1
14:03:08	GMT	1,596	1.050	GBP	XLON	00491104645TRLO1.1.1
14:08:08	GMT	1,167	1.050	GBP	XLON	00491105851TRLO1.1.1
14:09:38	GMT	422	1.050	GBP	XLON	00491106445TRLO1.1.1
14:09:38	GMT	855	1.050	GBP	XLON	00491106446TRLO1.1.1
14:09:38	GMT	318	1.050	GBP	XLON	00491106448TRLO1.1.1
14:09:38	GMT	3,185	1.050	GBP	XLON	00491106447TRLO1.1.1
14:09:38	GMT	1,277	1.050	GBP	XLON	00491106449TRLO1.1.1
14:09:46	GMT	1,065	1.050	GBP	XLON	00491106487TRLO1.1.1
14:14:58	GMT	525	1.050	GBP	XLON	00491108205TRLO1.1.1
14:16:55	GMT	3,038	1.050	GBP	XLON	00491108738TRLO1.1.1
14:16:55	GMT	3,185	1.050	GBP	XLON	00491108737TRLO1.1.1
14:21:55	GMT	147	1.050	GBP	XLON	00491110509TRLO1.1.1
14:21:55	GMT	832	1.050	GBP	XLON	00491110510TRLO1.1.1
14:21:56	GMT	876	1.050	GBP	XLON	00491110511TRLO1.1.1

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