

AO World PLC
PDMR Notification

AO World PLC ("the Company") has, in accordance with the Company's remuneration policy, granted awards over a total of 4,299,788* ordinary shares to PDMRs and members of its senior management population under the terms of the AO Incentive Plan, which was approved by shareholders of the Company on 19 July 2018 as amended ("Plan") ("the 2025 AOIP Share Awards").

The 2025 AOIP Share Awards were granted to PDMRs on 2 October 2025 and will be released in July 2028, subject to the participants remaining in employment with the Company and the Remuneration Committee being satisfied with the underlying performance of the Company's business over the deferral period.

The following options were granted to PDMRs:

Name	Position	Maximum Number of shares under option granted under the 2025 AOIP Share Awards under the Plan
John Roberts	Chief Executive Officer	889,173
Mark Higgins	Group Chief Financial Officer and Chief Operating Officer	652,035

**The price used to calculate the maximum number of shares under the 2025 AOIP Share Awards was £0.9496, being the average closing price of the Company's shares on the main market of the London Stock Exchange on the five days following the release of the Company's preliminary announcement of its result for the year ended 31 March 2025.*

In relation to John Roberts and Mark Higgins, both Executive Directors of the Company, the value of the grants detailed above are disclosed in the Company's Annual Report and Accounts for the year ended 31 March 2025, which was published on 3 July 2025.

The notifications below, made under article 19.1 of the Market Abuse Regulation ("MAR"), relate to the transactions listed above. This announcement is made in accordance with Article 19.3 of MAR.

Enquiries:

AO World PLC
cosec@ao.com

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>John Roberts</i>
2	Reason for the notification
a)	Position/status <i>PDMR - 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>Options over Ordinary shares of 0.25p each</i>
b)	Nature of the transaction <i>Grant of share awards under the AO Incentive Plan</i>
c)	Price(s) and volume(s)

		<table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>NIL</td><td>889,173</td></tr></table>	Price(s)	Volume(s)	NIL	889,173
Price(s)	Volume(s)					
NIL	889,173					
d)	Aggregated information					
	- Aggregated volume	<i>N/A Single Transaction</i>				
	- Price	<i>NIL</i>				
e)	Date of the transaction	<i>2 October 2025</i>				
f)	Place of the transaction	<i>Outside a trading venue</i>				

1	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	<i>Mark Higgins</i>				
2	Reason for the notification					
a)	Position/status	<i>PDMR - Group Chief Financial Officer and Chief Operating 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>Options over Ordinary shares of 0.25p each</i>				
b)	Nature of the transaction	<i>Grant of share awards under the AO Incentive Plan</i>				
c)	Price(s) and volume(s)	<table> <tr> <th>Price(s)</th><th>Volume(s)</th></tr> <tr> <td>NIL</td><td>652,035</td></tr> </table>	Price(s)	Volume(s)	NIL	652,035
Price(s)	Volume(s)					
NIL	652,035					
d)	Aggregated information					
	- Aggregated volume	<i>N/A Single Transaction</i>				
	- Price	<i>NIL</i>				
e)	Date of the transaction	<i>2 October 2025</i>				
f)	Place of the transaction	<i>Outside a trading venue</i>				

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact ms@lse.com or visit www.ms.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHUPGPPUUPAGPP