

13 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 105,006 ordinary shares of 0.25 pence each in the capital of the Company (the "Shares") on 10 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 1,497,690 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 578,805,785 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: 10 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	105,006	0.9939	0.9930	0.9950
CBOE CXE	0	–	–	–
CBOE BXE	0	–	–	–
Turquoise Services Limited	0	–	–	–
Aquis Exchange	0	–	–	–

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
13:21:33	GMT	3,284	0.993	GBP	XLON	00492754751TRLO1.1.1
13:21:33	GMT	3,058	0.993	GBP	XLON	00492754752TRLO1.1.1
13:21:34	GMT	226	0.993	GBP	XLON	00492754758TRLO1.1.1
13:21:34	GMT	226	0.993	GBP	XLON	00492754759TRLO1.1.1
13:21:34	GMT	1,223	0.993	GBP	XLON	00492754760TRLO1.1.1
13:21:34	GMT	19	0.993	GBP	XLON	00492754762TRLO1.1.1
13:21:34	GMT	57	0.993	GBP	XLON	00492754763TRLO1.1.1

TIME	CMT	ST	PRICE	CUR	ASSET	SYMBOL
13:21:34	GMT	423	0.993	GBP	XLON	00492754761TRLO1.1.1
13:21:34	GMT	1,010	0.993	GBP	XLON	00492754764TRLO1.1.1
13:21:38	GMT	170	0.994	GBP	XLON	00492754783TRLO1.1.1
13:21:38	GMT	1,106	0.994	GBP	XLON	00492754782TRLO1.1.1
13:22:40	GMT	1,783	0.994	GBP	XLON	00492755015TRLO1.1.1
13:22:40	GMT	1,796	0.994	GBP	XLON	00492755016TRLO1.1.1
13:22:40	GMT	1,263	0.994	GBP	XLON	00492755017TRLO1.1.1
13:22:40	GMT	1,423	0.994	GBP	XLON	00492755018TRLO1.1.1
13:22:47	GMT	1,500	0.994	GBP	XLON	00492755039TRLO1.1.1
13:22:52	GMT	945	0.994	GBP	XLON	00492755053TRLO1.1.1
13:22:52	GMT	1,559	0.994	GBP	XLON	00492755052TRLO1.1.1
13:22:52	GMT	3,059	0.994	GBP	XLON	00492755054TRLO1.1.1
13:22:52	GMT	713	0.995	GBP	XLON	00492755055TRLO1.1.1
13:22:52	GMT	3,298	0.993	GBP	XLON	00492755056TRLO1.1.1
13:22:52	GMT	686	0.993	GBP	XLON	00492755058TRLO1.1.1
13:22:52	GMT	3,298	0.993	GBP	XLON	00492755057TRLO1.1.1
13:22:53	GMT	2,612	0.993	GBP	XLON	00492755060TRLO1.1.1
13:22:53	GMT	1,413	0.993	GBP	XLON	00492755061TRLO1.1.1
13:23:01	GMT	793	0.995	GBP	XLON	00492755088TRLO1.1.1
13:23:01	GMT	3	0.995	GBP	XLON	00492755089TRLO1.1.1
14:31:33	GMT	76	0.994	GBP	XLON	00492777604TRLO1.1.1
14:31:33	GMT	83	0.994	GBP	XLON	00492777603TRLO1.1.1
14:32:56	GMT	2,100	0.994	GBP	XLON	00492779201TRLO1.1.1
14:32:56	GMT	838	0.994	GBP	XLON	00492779202TRLO1.1.1
14:32:59	GMT	1,000	0.994	GBP	XLON	00492779220TRLO1.1.1
14:32:59	GMT	683	0.994	GBP	XLON	00492779221TRLO1.1.1
14:32:59	GMT	682	0.994	GBP	XLON	00492779224TRLO1.1.1
14:32:59	GMT	683	0.994	GBP	XLON	00492779223TRLO1.1.1
14:32:59	GMT	1,414	0.994	GBP	XLON	00492779222TRLO1.1.1
14:33:00	GMT	1,120	0.994	GBP	XLON	00492779243TRLO1.1.1
14:33:02	GMT	1,295	0.994	GBP	XLON	00492779287TRLO1.1.1
14:33:02	GMT	241	0.994	GBP	XLON	00492779289TRLO1.1.1
14:33:09	GMT	831	0.994	GBP	XLON	00492779365TRLO1.1.1
14:33:26	GMT	810	0.994	GBP	XLON	00492779745TRLO1.1.1
14:33:26	GMT	1,215	0.994	GBP	XLON	00492779746TRLO1.1.1
14:33:26	GMT	95	0.994	GBP	XLON	00492779750TRLO1.1.1
14:33:26	GMT	500	0.994	GBP	XLON	00492779749TRLO1.1.1
14:33:26	GMT	810	0.994	GBP	XLON	00492779747TRLO1.1.1
14:33:26	GMT	2,502	0.994	GBP	XLON	00492779748TRLO1.1.1
14:33:26	GMT	500	0.994	GBP	XLON	00492779751TRLO1.1.1
14:33:26	GMT	344	0.994	GBP	XLON	00492779752TRLO1.1.1
14:33:26	GMT	344	0.994	GBP	XLON	00492779754TRLO1.1.1
14:33:26	GMT	2,753	0.994	GBP	XLON	00492779753TRLO1.1.1
14:33:26	GMT	2,325	0.994	GBP	XLON	00492779755TRLO1.1.1
14:33:26	GMT	1,339	0.995	GBP	XLON	00492779758TRLO1.1.1
14:33:26	GMT	691	0.995	GBP	XLON	00492779761TRLO1.1.1
14:33:26	GMT	1,024	0.995	GBP	XLON	00492779760TRLO1.1.1
14:33:42	GMT	34	0.995	GBP	XLON	00492780316TRLO1.1.1
14:33:42	GMT	36	0.995	GBP	XLON	00492780317TRLO1.1.1
14:33:42	GMT	851	0.995	GBP	XLON	00492780318TRLO1.1.1
14:33:42	GMT	383	0.995	GBP	XLON	00492780319TRLO1.1.1
14:33:45	GMT	609	0.994	GBP	XLON	00492780353TRLO1.1.1
14:33:45	GMT	2,074	0.994	GBP	XLON	00492780354TRLO1.1.1
14:33:45	GMT	370	0.994	GBP	XLON	00492780359TRLO1.1.1
14:33:45	GMT	370	0.994	GBP	XLON	00492780361TRLO1.1.1
14:33:45	GMT	471	0.994	GBP	XLON	00492780363TRLO1.1.1
14:33:45	GMT	722	0.994	GBP	XLON	00492780360TRLO1.1.1
14:33:45	GMT	795	0.994	GBP	XLON	00492780362TRLO1.1.1
14:33:45	GMT	887	0.994	GBP	XLON	00492780366TRLO1.1.1
14:33:45	GMT	1,417	0.994	GBP	XLON	00492780364TRLO1.1.1
14:33:45	GMT	2,166	0.994	GBP	XLON	00492780365TRLO1.1.1
14:33:45	GMT	426	0.994	GBP	XLON	00492780368TRLO1.1.1

14:33:45	GMT	750	0.994	GBP	XLON	00492780367TRLO1.1.1
14:33:45	GMT	500	0.994	GBP	XLON	00492780370TRLO1.1.1
14:33:45	GMT	1,250	0.994	GBP	XLON	00492780369TRLO1.1.1
14:33:46	GMT	127	0.994	GBP	XLON	00492780376TRLO1.1.1
14:33:47	GMT	2,818	0.994	GBP	XLON	00492780410TRLO1.1.1
14:33:47	GMT	235	0.994	GBP	XLON	00492780411TRLO1.1.1
14:33:47	GMT	2,818	0.994	GBP	XLON	00492780412TRLO1.1.1
14:33:52	GMT	769	0.994	GBP	XLON	00492780483TRLO1.1.1
14:33:54	GMT	2,284	0.994	GBP	XLON	00492780496TRLO1.1.1
14:33:54	GMT	761	0.994	GBP	XLON	00492780507TRLO1.1.1
14:34:00	GMT	1,088	0.994	GBP	XLON	00492780602TRLO1.1.1
14:34:00	GMT	1,204	0.994	GBP	XLON	00492780601TRLO1.1.1
14:34:00	GMT	500	0.994	GBP	XLON	00492780604TRLO1.1.1
14:34:00	GMT	1,250	0.994	GBP	XLON	00492780603TRLO1.1.1
14:34:00	GMT	500	0.994	GBP	XLON	00492780605TRLO1.1.1
14:34:00	GMT	500	0.994	GBP	XLON	00492780606TRLO1.1.1
14:34:20	GMT	303	0.994	GBP	XLON	00492780905TRLO1.1.1
14:34:20	GMT	507	0.994	GBP	XLON	00492780907TRLO1.1.1
14:34:20	GMT	1,000	0.994	GBP	XLON	00492780906TRLO1.1.1
14:34:23	GMT	1,546	0.994	GBP	XLON	00492780949TRLO1.1.1
14:34:23	GMT	1,660	0.994	GBP	XLON	00492780950TRLO1.1.1
14:34:23	GMT	1,000	0.994	GBP	XLON	00492780951TRLO1.1.1
14:34:57	GMT	191	0.994	GBP	XLON	00492781360TRLO1.1.1
14:34:57	GMT	191	0.994	GBP	XLON	00492781365TRLO1.1.1
14:34:57	GMT	1,862	0.994	GBP	XLON	00492781363TRLO1.1.1
14:34:57	GMT	629	0.994	GBP	XLON	00492781374TRLO1.1.1
14:34:57	GMT	2,424	0.994	GBP	XLON	00492781373TRLO1.1.1
14:34:57	GMT	1,484	0.994	GBP	XLON	00492781375TRLO1.1.1

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