

14 October 2025

**AO World plc (the "Company")**  
**Director / PDMR Shareholding**

AO World plc announces that on 13 October 2025 it received notification that on 10 October 2025 John Roberts, Chief Executive Officer of the Company, exercised nil cost options over a total of 718,053 ordinary shares of 0.25p each ("Ordinary Shares") comprising 43,153 options granted under the Company's Performance Share Plan ("PSP") in July 2016, 284,900 options granted under the AO Incentive Plan ("AOIP") in July 2020 and 390,000 options granted under the AOIP in July 2021.

The Company was further notified that following the exercise of these options on 10 October 2025 Mr Roberts subsequently sold 44,058 Ordinary Shares at a price of £1.0335 per share.

As a result of these transactions Mr Roberts holds a total of 93,725,921\* Ordinary Shares in the Company, representing 16.16% of the current issued share capital.

*\*The beneficial holding for John Roberts excludes 6,348 Ordinary Shares held by Crystalcraft Limited, a company of which he is a director and shareholder, and 3,547,115 Ordinary Shares held by the Jolly Foundation, of which he is a director and trustee.*

The Notification of Dealing Form provided in accordance with the requirements of MAR in relation to the transactions listed above is set out below.

**NOTIFICATION AND PUBLIC DISCLOSURE OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM**

<b>1 Details of the person discharging managerial responsibilities/person closely associated</b>									
a) Name	John Roberts								
<b>2 Reason for the notification</b>									
a) Position/status	Chief Executive Officer								
b) Initial notification/Amendment	Initial Notification								
<b>3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>									
a) Name	AO World PLC								
b) LEI	2138005FFOAJIUZY4375								
<b>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</b>									
a) Description of the financial instrument, type of instrument, identification code	1. Options over Ordinary shares of 0.25p each 2. Ordinary shares of 0.25p each GB00BJTNFH41								
b) Nature of the transaction	1. Exercise of options over 718,053 Ordinary Shares of 0.25p each comprising 43,153 options granted under the Company's Performance Share Plan ("PSP") in July 2016, 284,900 options granted under the AO Incentive Plan ("AOIP") in July 2020 and 390,000 options granted under the AOIP in July 2021. 2. Sale of 44,058 Ordinary Shares.								
c) Price(s) and volume(s)	1. Exercise <table border="1"> <tr> <td>Price(s)</td><td>Volume(s)</td></tr> <tr> <td>Nil</td><td>718,053</td></tr> </table> 2. Sale <table border="1"> <tr> <td>Price(s)</td><td>Volume(s)</td></tr> <tr> <td>£1.0335</td><td>44,058</td></tr> </table>	Price(s)	Volume(s)	Nil	718,053	Price(s)	Volume(s)	£1.0335	44,058
Price(s)	Volume(s)								
Nil	718,053								
Price(s)	Volume(s)								
£1.0335	44,058								
d) Aggregated information - Aggregated volume	Not applicable - single transaction								

	- Price	
e)	Date of the transaction	<i>10 October 2025</i>
f)	Place of the transaction	<i>London Stock Exchange</i>

Enquiries:  
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