

20 October 2025

AO World plc (the "Company")

Director / PDMR Shareholding

AO World plc announces that on 20 October 2025 it received notification that on 17 October 2025 John Roberts, Chief Executive Officer of the Company, sold 259,144 ordinary shares of 0.25p each ("Ordinary Shares") at a price of £0.985108 per share. The shares sold were acquired following the exercise of options announced on 14 October 2025. As a result of the transaction, Mr Roberts holds a total of 93,466,777* Ordinary Shares in the Company, representing 16.12% 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 transaction listed above is set out below.

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>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, identification code | Ordinary shares of 0.25p each <i>GB00BJTNFH41</i> | | | | |
| b) | Nature of the transaction | Sale of 259,144 Ordinary Shares. | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>£0.985108</td> <td>259,144</td> </tr> </table> | Price(s) | Volume(s) | £0.985108 | 259,144 |
| Price(s) | Volume(s) | | | | | |
| £0.985108 | 259,144 | | | | | |
| d) | Aggregated information - Aggregated volume - Price | <i>Not applicable - single transaction</i> | | | | |
| e) | Date of the transaction | <i>17 October 2025</i> | | | | |
| f) | Place of the transaction | <i>London Stock Exchange</i> | | | | |

Enquiries:

AO World plc

Company Secretary

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information, please contact ms@seg.com or visit www.ms.com.

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