

21 October 2025

AO World plc (the "Company")

Director / PDMR Shareholding

AO World plc announces that on 21 October 2025 it received notification that on 21 October 2025 John Roberts, Chief Executive Officer of the Company, sold 414,851 ordinary shares of 0.25p each ("Ordinary Shares") at a price of £0.966212 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 93,051,926* Ordinary Shares in the Company, representing 16.04% 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	John Roberts				
2	Reason for the notification					
a)	Position/status	Chief Executive Officer				
b)	Initial notification/Amendment	Initial Notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	AO World PLC				
b)	LEI	2138005FFOAJIUYZ4375				
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 GB00BJTNFH41				
b)	Nature of the transaction	Sale of ordinary shares				
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>£0.966212</td> <td>414,851</td> </tr> </table>	Price(s)	Volume(s)	£0.966212	414,851
Price(s)	Volume(s)					
£0.966212	414,851					
d)	Aggregated information - Aggregated volume - Price	Not applicable - single transaction				
e)	Date of the transaction	21 October 2025				
f)	Place of the transaction	London Stock Exchange				

Enquiries:

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

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