

27 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 48,824 ordinary shares of 0.25 pence each in the capital of the Company (the "Shares") on 24 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 2,388,735 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 577,914,740 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: 24 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	48,112	1.0400	1.0400	1.0400
CBOE CXE	128	1.0400	1.0400	1.0400
CBOE BXE	408	1.0400	1.0400	1.0400
Turquoise Services Limited	56	1.0400	1.0400	1.0400
Aquis Exchange	120	1.0400	1.0400	1.0400

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
09:37:04	GMT	51	1.040	GBP	BATE	00495230070TRLO1.1.1
09:37:04	GMT	51	1.040	GBP	BATE	00495230071TRLO1.1.1
09:37:04	GMT	6	1.040	GBP	CHIX	00495230074TRLO1.1.1
09:37:04	GMT	16	1.040	GBP	CHIX	00495230072TRLO1.1.1
09:37:04	GMT	32	1.040	GBP	CHIX	00495230073TRLO1.1.1
09:37:04	GMT	19	1.040	GBP	BATE	00495230076TRLO1.1.1
09:37:04	GMT	51	1.040	GBP	BATE	00495230075TRLO1.1.1

09:37:04	GMT	3,214	1.040	GBP	XLON	00495230077TRLO1.1.1
09:37:04	GMT	15	1.040	GBP	AQXE	00495230078TRLO1.1.1
09:37:04	GMT	15	1.040	GBP	AQXE	00495230079TRLO1.1.1
09:37:04	GMT	15	1.040	GBP	AQXE	00495230080TRLO1.1.1
09:37:04	GMT	15	1.040	GBP	AQXE	00495230081TRLO1.1.1
09:37:04	GMT	15	1.040	GBP	AQXE	00495230082TRLO1.1.1
09:37:04	GMT	15	1.040	GBP	AQXE	00495230083TRLO1.1.1
09:37:04	GMT	15	1.040	GBP	AQXE	00495230085TRLO1.1.1
09:37:04	GMT	15	1.040	GBP	AQXE	00495230086TRLO1.1.1
09:37:04	GMT	196	1.040	GBP	XLON	00495230084TRLO1.1.1
09:37:04	GMT	228	1.040	GBP	XLON	00495230087TRLO1.1.1
09:37:04	GMT	32	1.040	GBP	BATE	00495230088TRLO1.1.1
09:37:04	GMT	51	1.040	GBP	BATE	00495230089TRLO1.1.1
09:37:04	GMT	51	1.040	GBP	BATE	00495230090TRLO1.1.1
09:37:04	GMT	16	1.040	GBP	CHIX	00495230093TRLO1.1.1
09:37:04	GMT	51	1.040	GBP	BATE	00495230091TRLO1.1.1
09:37:04	GMT	51	1.040	GBP	BATE	00495230092TRLO1.1.1
09:37:04	GMT	10	1.040	GBP	CHIX	00495230094TRLO1.1.1
09:37:04	GMT	11	1.040	GBP	CHIX	00495230097TRLO1.1.1
09:37:04	GMT	16	1.040	GBP	CHIX	00495230095TRLO1.1.1
09:37:04	GMT	16	1.040	GBP	CHIX	00495230096TRLO1.1.1
09:37:04	GMT	39	1.040	GBP	XLON	00495230098TRLO1.1.1
09:37:04	GMT	108	1.040	GBP	XLON	00495230099TRLO1.1.1
09:37:04	GMT	355	1.040	GBP	XLON	00495230100TRLO1.1.1
09:37:04	GMT	5	1.040	GBP	CHIX	00495230101TRLO1.1.1
09:37:04	GMT	463	1.040	GBP	XLON	00495230102TRLO1.1.1
09:37:04	GMT	463	1.040	GBP	XLON	00495230103TRLO1.1.1
09:37:04	GMT	1	1.040	GBP	XLON	00495230105TRLO1.1.1
09:37:04	GMT	181	1.040	GBP	XLON	00495230104TRLO1.1.1
09:37:04	GMT	281	1.040	GBP	XLON	00495230106TRLO1.1.1
09:37:04	GMT	463	1.040	GBP	XLON	00495230107TRLO1.1.1
09:37:04	GMT	2	1.040	GBP	TRQX	00495230110TRLO1.1.1
09:37:04	GMT	5	1.040	GBP	TRQX	00495230109TRLO1.1.1
09:37:04	GMT	463	1.040	GBP	XLON	00495230108TRLO1.1.1
09:37:04	GMT	3	1.040	GBP	TRQX	00495230111TRLO1.1.1
09:37:04	GMT	463	1.040	GBP	XLON	00495230112TRLO1.1.1
09:37:04	GMT	3,214	1.040	GBP	XLON	00495230113TRLO1.1.1
09:37:04	GMT	1	1.040	GBP	XLON	00495230114TRLO1.1.1
09:37:04	GMT	2	1.040	GBP	XLON	00495230115TRLO1.1.1
09:37:04	GMT	6	1.040	GBP	XLON	00495230117TRLO1.1.1
09:37:04	GMT	17	1.040	GBP	XLON	00495230116TRLO1.1.1
09:37:04	GMT	1	1.040	GBP	TRQX	00495230118TRLO1.1.1
09:37:04	GMT	2	1.040	GBP	TRQX	00495230120TRLO1.1.1
09:37:04	GMT	3	1.040	GBP	TRQX	00495230119TRLO1.1.1
09:37:04	GMT	5	1.040	GBP	TRQX	00495230121TRLO1.1.1
09:37:04	GMT	1	1.040	GBP	TRQX	00495230122TRLO1.1.1
09:37:04	GMT	1	1.040	GBP	TRQX	00495230123TRLO1.1.1
09:37:04	GMT	7	1.040	GBP	TRQX	00495230124TRLO1.1.1
09:37:04	GMT	1	1.040	GBP	XLON	00495230128TRLO1.1.1
09:37:04	GMT	2	1.040	GBP	XLON	00495230126TRLO1.1.1
09:37:04	GMT	3	1.040	GBP	XLON	00495230125TRLO1.1.1
09:37:04	GMT	17	1.040	GBP	XLON	00495230127TRLO1.1.1
09:37:04	GMT	1	1.040	GBP	XLON	00495230131TRLO1.1.1
09:37:04	GMT	2	1.040	GBP	XLON	00495230129TRLO1.1.1
09:37:04	GMT	6	1.040	GBP	XLON	00495230130TRLO1.1.1
09:37:04	GMT	7	1.040	GBP	TRQX	00495230133TRLO1.1.1
09:37:04	GMT	7	1.040	GBP	TRQX	00495230134TRLO1.1.1
09:37:04	GMT	3,157	1.040	GBP	XLON	00495230132TRLO1.1.1
09:37:04	GMT	5	1.040	GBP	TRQX	00495230135TRLO1.1.1
09:37:04	GMT	7	1.040	GBP	TRQX	00495230136TRLO1.1.1
09:37:04	GMT	839	1.040	GBP	XLON	00495230137TRLO1.1.1
09:37:04	GMT	1,658	1.040	GBP	XLON	00495230138TRLO1.1.1

09:37:04	GMT	21	1.040	GBP	XLON	00495230141TRLO1.1.1
09:37:04	GMT	35	1.040	GBP	XLON	00495230139TRLO1.1.1
09:37:04	GMT	209	1.040	GBP	XLON	00495230140TRLO1.1.1
09:37:04	GMT	1	1.040	GBP	XLON	00495230142TRLO1.1.1
09:37:04	GMT	2	1.040	GBP	XLON	00495230143TRLO1.1.1
09:37:04	GMT	16	1.040	GBP	XLON	00495230144TRLO1.1.1
09:37:04	GMT	9	1.040	GBP	XLON	00495230145TRLO1.1.1
09:37:06	GMT	1,263	1.040	GBP	XLON	00495230159TRLO1.1.1
09:37:06	GMT	912	1.040	GBP	XLON	00495230161TRLO1.1.1
09:37:06	GMT	1,634	1.040	GBP	XLON	00495230160TRLO1.1.1
09:37:06	GMT	668	1.040	GBP	XLON	00495230162TRLO1.1.1
09:37:06	GMT	62	1.040	GBP	XLON	00495230163TRLO1.1.1
09:37:06	GMT	881	1.040	GBP	XLON	00495230165TRLO1.1.1
09:37:06	GMT	3,152	1.040	GBP	XLON	00495230164TRLO1.1.1
09:37:06	GMT	1,102	1.040	GBP	XLON	00495230166TRLO1.1.1
09:37:08	GMT	31	1.040	GBP	XLON	00495230181TRLO1.1.1
09:37:08	GMT	1,200	1.040	GBP	XLON	00495230180TRLO1.1.1
09:37:08	GMT	1,231	1.040	GBP	XLON	00495230182TRLO1.1.1
09:37:08	GMT	181	1.040	GBP	XLON	00495230183TRLO1.1.1
09:37:08	GMT	1,412	1.040	GBP	XLON	00495230185TRLO1.1.1
09:37:08	GMT	1,802	1.040	GBP	XLON	00495230184TRLO1.1.1
09:37:10	GMT	1,607	1.040	GBP	XLON	00495230205TRLO1.1.1
09:37:10	GMT	3,214	1.040	GBP	XLON	00495230204TRLO1.1.1
09:37:10	GMT	1,233	1.040	GBP	XLON	00495230206TRLO1.1.1
09:37:11	GMT	1,233	1.040	GBP	XLON	00495230216TRLO1.1.1
09:37:11	GMT	1,981	1.040	GBP	XLON	00495230214TRLO1.1.1
09:37:11	GMT	1,981	1.040	GBP	XLON	00495230215TRLO1.1.1
09:37:11	GMT	1,981	1.040	GBP	XLON	00495230217TRLO1.1.1
09:37:11	GMT	3,214	1.040	GBP	XLON	00495230218TRLO1.1.1

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@seg.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

POSFZMZGVDKGKZM