

05 November 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 119,596 ordinary shares of 0.25 pence each in the capital of the Company (the "Shares") on 04 November 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 3,324,812 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 576,978,663 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: 04 November 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	100,085	1.0258	1.0180	1.0300
CBOE CXE	3,709	1.0266	1.0240	1.0280
CBOE BXE	10,615	1.0261	1.0240	1.0280
Turquoise Services Limited	1,855	1.0261	1.0240	1.0280
Aquis Exchange	3,332	1.0246	1.0240	1.0260

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
15:40:21	GMT	952	1.018	GBP	XLON	00497231359TRLO1.1.1
15:42:04	GMT	64	1.022	GBP	XLON	00497232710TRLO1.1.1
15:42:04	GMT	21	1.022	GBP	XLON	00497232711TRLO1.1.1
15:42:04	GMT	2,295	1.022	GBP	XLON	00497232712TRLO1.1.1
15:44:14	GMT	126	1.026	GBP	XLON	00497234252TRLO1.1.1
15:44:14	GMT	261	1.026	GBP	XLON	00497234250TRLO1.1.1
15:44:14	GMT	490	1.026	GBP	XLON	00497234251TRLO1.1.1
15:44:14	GMT	1,503	1.026	GBP	XLON	00497234253TRLO1.1.1

TIME	CMT	1,000	1,020	GBP	XLON	00497235527TRLO1.1.1
15:46:08	GMT	1,904	1.026	GBP	XLON	00497235527TRLO1.1.1
15:46:45	GMT	476	1.024	GBP	BATE	00497236140TRLO1.1.1
15:47:47	GMT	211	1.026	GBP	AQXE	00497236944TRLO1.1.1
15:47:54	GMT	9	1.028	GBP	XLON	00497237016TRLO1.1.1
15:47:54	GMT	871	1.028	GBP	XLON	00497237018TRLO1.1.1
15:47:54	GMT	1,500	1.028	GBP	XLON	00497237017TRLO1.1.1
15:47:54	GMT	44	1.026	GBP	AQXE	00497237020TRLO1.1.1
15:47:54	GMT	181	1.026	GBP	AQXE	00497237021TRLO1.1.1
15:48:51	GMT	40	1.026	GBP	AQXE	00497237784TRLO1.1.1
15:48:51	GMT	476	1.024	GBP	XLON	00497237786TRLO1.1.1
15:48:55	GMT	476	1.024	GBP	BATE	00497237837TRLO1.1.1
15:49:12	GMT	379	1.026	GBP	CHIX	00497238038TRLO1.1.1
15:49:21	GMT	215	1.024	GBP	TRQX	00497238157TRLO1.1.1
15:50:16	GMT	5	1.024	GBP	TRQX	00497238898TRLO1.1.1
15:50:28	GMT	2,380	1.024	GBP	XLON	00497239000TRLO1.1.1
15:52:21	GMT	72	1.024	GBP	BATE	00497240605TRLO1.1.1
15:52:28	GMT	404	1.024	GBP	BATE	00497240711TRLO1.1.1
15:52:28	GMT	1,133	1.024	GBP	XLON	00497240710TRLO1.1.1
15:52:28	GMT	1,247	1.024	GBP	XLON	00497240712TRLO1.1.1
15:54:35	GMT	476	1.022	GBP	XLON	00497242762TRLO1.1.1
15:54:35	GMT	919	1.022	GBP	XLON	00497242760TRLO1.1.1
15:54:35	GMT	985	1.022	GBP	XLON	00497242761TRLO1.1.1
15:56:05	GMT	59	1.026	GBP	AQXE	00497243901TRLO1.1.1
15:56:05	GMT	417	1.026	GBP	AQXE	00497243902TRLO1.1.1
15:56:22	GMT	830	1.024	GBP	XLON	00497244125TRLO1.1.1
15:56:22	GMT	927	1.024	GBP	XLON	00497244124TRLO1.1.1
15:56:22	GMT	147	1.024	GBP	XLON	00497244126TRLO1.1.1
15:56:36	GMT	476	1.024	GBP	BATE	00497244234TRLO1.1.1
15:58:10	GMT	494	1.024	GBP	XLON	00497245462TRLO1.1.1
15:58:10	GMT	1,410	1.024	GBP	XLON	00497245460TRLO1.1.1
15:59:09	GMT	379	1.024	GBP	CHIX	00497246228TRLO1.1.1
15:59:17	GMT	220	1.024	GBP	TRQX	00497246359TRLO1.1.1
15:59:48	GMT	549	1.024	GBP	XLON	00497246716TRLO1.1.1
15:59:48	GMT	1,355	1.024	GBP	XLON	00497246715TRLO1.1.1
16:00:20	GMT	61	1.024	GBP	BATE	00497247326TRLO1.1.1
16:00:20	GMT	415	1.024	GBP	BATE	00497247327TRLO1.1.1
16:00:42	GMT	476	1.024	GBP	XLON	00497247858TRLO1.1.1
16:00:47	GMT	84	1.024	GBP	XLON	00497247930TRLO1.1.1
16:00:47	GMT	392	1.024	GBP	XLON	00497247929TRLO1.1.1
16:00:47	GMT	598	1.024	GBP	XLON	00497247932TRLO1.1.1
16:00:47	GMT	830	1.024	GBP	XLON	00497247931TRLO1.1.1
16:01:24	GMT	433	1.024	GBP	XLON	00497248533TRLO1.1.1
16:01:24	GMT	476	1.024	GBP	XLON	00497248534TRLO1.1.1
16:01:24	GMT	995	1.024	GBP	XLON	00497248532TRLO1.1.1
16:02:02	GMT	47	1.022	GBP	XLON	00497249119TRLO1.1.1
16:02:02	GMT	332	1.022	GBP	XLON	00497249120TRLO1.1.1
16:02:02	GMT	97	1.024	GBP	XLON	00497249121TRLO1.1.1
16:02:02	GMT	1,428	1.024	GBP	XLON	00497249122TRLO1.1.1
16:02:20	GMT	476	1.024	GBP	BATE	00497249296TRLO1.1.1
16:02:40	GMT	305	1.022	GBP	XLON	00497249518TRLO1.1.1
16:02:40	GMT	566	1.022	GBP	XLON	00497249520TRLO1.1.1
16:02:40	GMT	626	1.022	GBP	XLON	00497249519TRLO1.1.1
16:02:40	GMT	60	1.022	GBP	XLON	00497249522TRLO1.1.1
16:03:33	GMT	379	1.024	GBP	CHIX	00497250083TRLO1.1.1
16:04:54	GMT	476	1.024	GBP	BATE	00497251313TRLO1.1.1
16:04:59	GMT	171	1.022	GBP	XLON	00497251366TRLO1.1.1
16:04:59	GMT	176	1.022	GBP	XLON	00497251365TRLO1.1.1
16:04:59	GMT	476	1.022	GBP	XLON	00497251367TRLO1.1.1
16:04:59	GMT	127	1.022	GBP	XLON	00497251368TRLO1.1.1
16:04:59	GMT	652	1.022	GBP	XLON	00497251370TRLO1.1.1
16:04:59	GMT	952	1.022	GBP	XLON	00497251369TRLO1.1.1
16:04:59	GMT	349	1.022	GBP	XLON	00497251372TRLO1.1.1

16:04:59	GMT	476	1.022	GBP	XLON	00497251371TRLO1.1.1
16:04:59	GMT	476	1.022	GBP	XLON	00497251373TRLO1.1.1
16:04:59	GMT	78	1.022	GBP	XLON	00497251375TRLO1.1.1
16:04:59	GMT	192	1.022	GBP	XLON	00497251374TRLO1.1.1
16:06:55	GMT	75	1.024	GBP	BATE	00497253018TRLO1.1.1
16:06:55	GMT	401	1.024	GBP	BATE	00497253019TRLO1.1.1
16:11:44	GMT	168	1.024	GBP	XLON	00497257070TRLO1.1.1
16:11:44	GMT	476	1.024	GBP	XLON	00497257069TRLO1.1.1
16:14:30	GMT	18	1.026	GBP	BATE	00497259948TRLO1.1.1
16:14:30	GMT	379	1.026	GBP	CHIX	00497259949TRLO1.1.1
16:14:30	GMT	379	1.026	GBP	CHIX	00497259950TRLO1.1.1
16:14:30	GMT	458	1.026	GBP	BATE	00497259951TRLO1.1.1
16:14:30	GMT	476	1.026	GBP	BATE	00497259952TRLO1.1.1
16:14:30	GMT	476	1.026	GBP	BATE	00497259954TRLO1.1.1
16:14:30	GMT	952	1.026	GBP	BATE	00497259953TRLO1.1.1
16:14:30	GMT	220	1.026	GBP	TRQX	00497259956TRLO1.1.1
16:14:30	GMT	440	1.026	GBP	TRQX	00497259955TRLO1.1.1
16:14:30	GMT	3,640	1.026	GBP	XLON	00497259957TRLO1.1.1
16:14:30	GMT	19,070	1.026	GBP	XLON	00497259958TRLO1.1.1
16:14:30	GMT	476	1.026	GBP	XLON	00497259959TRLO1.1.1
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16:14:30	GMT	476	1.026	GBP	XLON	00497259972TRLO1.1.1
16:14:30	GMT	476	1.026	GBP	XLON	00497259973TRLO1.1.1
16:14:30	GMT	476	1.026	GBP	XLON	00497259974TRLO1.1.1
16:14:30	GMT	476	1.026	GBP	XLON	00497259975TRLO1.1.1
16:14:30	GMT	476	1.026	GBP	XLON	00497259976TRLO1.1.1
16:14:31	GMT	476	1.024	GBP	AQXE	00497259992TRLO1.1.1
16:14:31	GMT	170	1.024	GBP	AQXE	00497259994TRLO1.1.1
16:14:31	GMT	1,428	1.024	GBP	AQXE	00497259993TRLO1.1.1
16:14:31	GMT	306	1.024	GBP	AQXE	00497259998TRLO1.1.1
16:15:09	GMT	401	1.026	GBP	XLON	00497260658TRLO1.1.1
16:15:09	GMT	801	1.026	GBP	XLON	00497260659TRLO1.1.1
16:15:09	GMT	3,340	1.026	GBP	XLON	00497260661TRLO1.1.1
16:15:09	GMT	3,400	1.026	GBP	XLON	00497260660TRLO1.1.1
16:15:09	GMT	160	1.026	GBP	XLON	00497260662TRLO1.1.1
16:15:10	GMT	316	1.026	GBP	XLON	00497260682TRLO1.1.1
16:16:48	GMT	201	1.028	GBP	BATE	00497262236TRLO1.1.1
16:16:51	GMT	275	1.028	GBP	BATE	00497262294TRLO1.1.1
16:16:51	GMT	500	1.028	GBP	BATE	00497262295TRLO1.1.1
16:16:51	GMT	1,058	1.028	GBP	BATE	00497262296TRLO1.1.1
16:17:20	GMT	7,466	1.028	GBP	XLON	00497262835TRLO1.1.1
16:17:39	GMT	1,242	1.028	GBP	CHIX	00497263147TRLO1.1.1
16:18:59	GMT	613	1.028	GBP	BATE	00497264381TRLO1.1.1
16:19:17	GMT	240	1.026	GBP	TRQX	00497264652TRLO1.1.1
16:19:27	GMT	600	1.028	GBP	XLON	00497264797TRLO1.1.1
16:19:27	GMT	1,406	1.028	GBP	XLON	00497264798TRLO1.1.1
16:19:27	GMT	820	1.028	GBP	XLON	00497264801TRLO1.1.1
16:19:27	GMT	996	1.028	GBP	XLON	00497264799TRLO1.1.1
16:19:27	GMT	996	1.028	GBP	XLON	00497264800TRLO1.1.1
16:19:29	GMT	850	1.028	GBP	XLON	00497264816TRLO1.1.1
16:20:55	GMT	11	1.028	GBP	CHIX	00497266149TRLO1.1.1

16:22:18	GMT	3,047	1.030	GBP	XLON	00497267623TRLO1.1.1
16:22:18	GMT	602	1.030	GBP	XLON	00497267626TRLO1.1.1
16:22:18	GMT	916	1.030	GBP	XLON	00497267624TRLO1.1.1
16:22:18	GMT	3,000	1.030	GBP	XLON	00497267625TRLO1.1.1
16:23:09	GMT	112	1.028	GBP	TRQX	00497268538TRLO1.1.1
16:23:09	GMT	781	1.028	GBP	XLON	00497268539TRLO1.1.1
16:23:09	GMT	403	1.028	GBP	TRQX	00497268540TRLO1.1.1
16:23:22	GMT	129	1.028	GBP	CHIX	00497268804TRLO1.1.1
16:23:22	GMT	232	1.028	GBP	CHIX	00497268806TRLO1.1.1
16:23:37	GMT	1,347	1.028	GBP	BATE	00497269070TRLO1.1.1
16:25:09	GMT	1,595	1.028	GBP	XLON	00497270777TRLO1.1.1
16:26:25	GMT	1,000	1.028	GBP	XLON	00497272037TRLO1.1.1
16:28:02	GMT	182	1.028	GBP	CHIX	00497273629TRLO1.1.1
16:28:09	GMT	55	1.028	GBP	BATE	00497273738TRLO1.1.1
16:29:21	GMT	154	1.028	GBP	BATE	00497274825TRLO1.1.1
16:29:33	GMT	8	1.028	GBP	CHIX	00497275002TRLO1.1.1
16:29:35	GMT	106	1.028	GBP	BATE	00497275054TRLO1.1.1
16:29:44	GMT	118	1.028	GBP	BATE	00497275439TRLO1.1.1
16:29:47	GMT	2	1.028	GBP	CHIX	00497275544TRLO1.1.1
16:29:47	GMT	8	1.028	GBP	CHIX	00497275543TRLO1.1.1

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