

08 December 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 30,886 ordinary shares of 0.25 pence each in the capital of the Company (the "Shares") on 05 December 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 5,368,436 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 574,935,039 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: 05 December 2025
Investment firm: Peel Hunt LLP

Aggregate Information

Venue	Volume Weighted Average Price (p)	Aggregated Volume	Lowest price paid per share (p)	Highest price paid per share (p)
XLON	109.00	30,886	108.20	109.20

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 Peel Hunt LLP on behalf of the Company is set out below.

Number of shares purchased	Transaction price (p)	Venue	Time of transaction	Trade ID
228	109.00	XLON	12:31:01	00185944911TRLO0
212	109.00	XLON	12:31:01	00185944912TRLO0
866	109.00	XLON	12:31:01	00185944913TRLO0
230	108.20	XLON	12:31:02	00185944915TRLO0
62	108.20	XLON	12:31:02	00185944916TRLO0
1,125	109.20	XLON	15:13:14	00185957729TRLO0
1,271	109.20	XLON	15:13:19	00185957738TRLO0
20,000	109.10	XLON	15:34:00	00185959920TRLO0
548	109.00	XLON	15:44:01	00185961066TRLO0
673	109.00	XLON	15:44:01	00185961067TRLO0
1,174	109.00	XLON	16:09:45	00185964508TRLO0
1,315	108.80	XLON	16:11:03	00185964677TRLO0
1,323	108.60	XLON	16:18:56	00185965901TRLO0
225	108.20	XLON	16:22:04	00185966332TRLO0
1,074	108.20	XLON	16:23:56	00185966596TRLO0
560	108.20	XLON	16:25:02	00185966756TRLO0

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