

15 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 71,327 ordinary shares of 0.25 pence each in the capital of the Company (the "Shares") on 12 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 5,687,635 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 574,615,840 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: 12 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	108.19	71,327	106.40	108.60

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
1,653	108.40	XLON	08:37:50	00186185705TRLOO
1,417	108.40	XLON	08:38:19	00186185738TRLOO
1,527	108.40	XLON	08:42:35	00186186067TRLOO
833	108.40	XLON	08:43:40	00186186134TRLOO
265	108.60	XLON	08:48:03	00186186548TRLOO
1,211	108.60	XLON	09:15:28	00186189005TRLOO
1,389	108.60	XLON	11:00:15	00186197059TRLOO
50,000	108.40	XLON	11:00:42	00186197110TRLOO
1,604	107.80	XLON	11:36:26	00186200198TRLOO
333	107.80	XLON	11:57:23	00186201468TRLOO
868	107.80	XLON	12:04:02	00186201887TRLOO
379	107.80	XLON	12:04:02	00186201888TRLOO
316	107.40	XLON	12:47:29	00186204522TRLOO
487	107.40	XLON	12:52:05	00186204816TRLOO
267	107.40	XLON	13:00:45	00186205340TRLOO
251	107.40	XLON	13:11:52	00186206146TRLOO
90	107.40	XLON	13:28:21	00186207260TRLOO
1,569	107.40	XLON	14:38:05	00186214054TRLOO
1,527	107.20	XLON	14:51:20	00186216095TRLOO
1,535	107.00	XLON	15:21:39	00186220662TRLOO
264	106.80	XLON	15:23:50	00186220920TRLOO
800	106.80	XLON	15:23:50	00186220922TRLOO
434	106.80	XLON	15:23:50	00186220923TRLOO
606	106.40	XLON	16:00:14	00186227051TRLOO
933	106.40	XLON	16:00:14	00186227052TRLOO
19	106.40	XLON	16:16:59	00186230494TRLOO

334	106.40	XLON	16:23:45	001862318431RLOO
8	106.40	XLON	16:23:45	00186231844TRLOO
111	106.40	XLON	16:23:45	00186231845TRLOO
223	106.40	XLON	16:23:45	00186231846TRLOO
74	106.40	XLON	16:23:45	00186231847TRLOO

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