

18 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 105,331 ordinary shares of 0.25 pence each in the capital of the Company (the "Shares") on 17 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 5,804,666 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 574,498,809 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: 17 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	108.69	105,331	108.60	109.40

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
1,878	109.20	XLON	08:08:15	00186351120TRL00
2,111	109.40	XLON	08:08:17	00186351130TRL00
2,037	108.60	XLON	08:31:42	00186353480TRL00
502	109.40	XLON	08:54:10	00186355572TRL00
1,400	109.40	XLON	08:54:10	00186355573TRL00
509	108.80	XLON	08:59:51	00186356017TRL00
1,561	108.80	XLON	08:59:51	00186356018TRL00
2,109	109.40	XLON	09:26:15	00186358186TRL00
227	109.00	XLON	09:35:05	00186359024TRL00
855	109.00	XLON	09:36:04	00186359075TRL00
513	109.20	XLON	10:37:59	00186363855TRL00
1,281	109.20	XLON	10:54:45	00186364836TRL00
1,920	109.00	XLON	10:54:49	00186364839TRL00
220	108.60	XLON	10:55:17	00186364879TRL00
894	109.00	XLON	11:09:02	00186365828TRL00
1,215	109.00	XLON	11:09:02	00186365829TRL00
1,746	108.60	XLON	11:24:04	00186366789TRL00
84,353	108.60	XLON	13:30:36	00186374127TRL00

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