

19 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 12,659 ordinary shares of 0.25 pence each in the capital of the Company (the "Shares") on 18 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 5,817,325 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 574,486,150 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: 18 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	108.60	12,659	108.00	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
1,293	108.20	XLON	10:45:01	00186414449TRLO0
2,137	108.40	XLON	10:46:55	00186414605TRLO0
919	108.00	XLON	10:53:07	00186415142TRLO0
480	108.00	XLON	11:41:22	00186417963TRLO0
639	108.00	XLON	11:41:22	00186417964TRLO0
2,125	108.40	XLON	14:08:30	00186429877TRLO0
1,852	109.20	XLON	15:56:48	00186445605TRLO0
1,095	108.80	XLON	16:01:26	00186446327TRLO0
304	109.20	XLON	16:23:23	00186450190TRLO0
96	109.20	XLON	16:23:48	00186450257TRLO0
72	109.20	XLON	16:23:48	00186450258TRLO0
229	109.20	XLON	16:26:35	00186450688TRLO0
256	109.20	XLON	16:27:07	00186450783TRLO0
1,162	109.20	XLON	16:27:07	00186450784TRLO0

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