

23 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 22,366 ordinary shares of 0.25 pence each in the capital of the Company (the "Shares") on 22 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 5,857,384 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 574,446,091 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: 22 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	109.52	22,366	108.60	109.80

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
124	108.80	XLON	11:14:00	00186529389TRL00
2,546	109.80	XLON	13:09:59	00186535926TRL00
2,293	109.80	XLON	13:10:01	00186535928TRL00
2,236	109.80	XLON	13:11:04	00186535998TRL00
126	109.80	XLON	14:38:13	00186542312TRL00
710	109.80	XLON	14:39:04	00186542485TRL00
1,816	109.80	XLON	14:39:04	00186542486TRL00
2,422	109.40	XLON	14:42:20	00186543188TRL00
877	109.20	XLON	14:44:03	00186543443TRL00
902	109.20	XLON	14:45:02	00186543583TRL00
497	109.20	XLON	14:51:00	00186544644TRL00
2,455	109.20	XLON	14:54:56	00186545194TRL00
748	108.60	XLON	15:02:43	00186546180TRL00
2,324	109.60	XLON	16:17:49	00186554991TRL00
2,290	109.40	XLON	16:19:59	00186555344TRL00

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