

06 January 2026

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 63,052 ordinary shares of 0.25 pence each in the capital of the Company (the "Shares") on 05 January 2026 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 5,990,746 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 574,312,729 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 January 2026
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	109.63	63,052	108.40	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
1,340	109.40	XLON	08:01:40	00186820362TRL00
416	109.40	XLON	08:01:43	00186820375TRL00
620	109.40	XLON	08:01:43	00186820376TRL00
537	109.40	XLON	08:04:50	00186821109TRL00
68	109.20	XLON	10:01:02	00186834046TRL00
231	109.20	XLON	10:01:02	00186834047TRL00
2,068	109.20	XLON	10:01:02	00186834048TRL00
55	109.20	XLON	10:01:02	00186834049TRL00
27	109.20	XLON	10:01:02	00186834050TRL00
632	109.20	XLON	10:01:02	00186834051TRL00
2,968	108.40	XLON	11:33:48	00186842325TRL00
3,072	108.60	XLON	13:02:02	00186849236TRL00
51,018	109.80	XLON	16:11:57	00186880387TRL00

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