

15 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 56,257 ordinary shares of 0.25 pence each in the capital of the Company (the "Shares") on 14 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 6,108,382 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 574,195,093 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: 14 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	109.70	56,257	108.80	110.00

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
2,575	109.80	XLON	08:25:01	00187338121TRL00
2,405	109.00	XLON	08:27:38	00187338460TRL00
1,072	109.00	XLON	08:29:47	00187338735TRL00
1,115	109.00	XLON	08:31:43	00187339067TRL00
378	109.00	XLON	08:33:42	00187339475TRL00
562	109.40	XLON	08:34:24	00187339656TRL00
1,552	109.40	XLON	08:35:02	00187339713TRL00
223	109.40	XLON	08:35:39	00187339818TRL00
1,516	108.80	XLON	08:37:35	00187340101TRL00
762	109.80	XLON	08:38:14	00187340206TRL00
1,805	109.80	XLON	08:38:14	00187340207TRL00
518	109.60	XLON	08:38:54	00187340259TRL00
510	109.80	XLON	08:39:34	00187340312TRL00
1,448	109.80	XLON	08:40:16	00187340362TRL00
387	109.80	XLON	08:40:54	00187340431TRL00
1,083	109.60	XLON	08:42:15	00187340547TRL00
1,316	109.60	XLON	08:42:53	00187340612TRL00
476	109.40	XLON	08:44:16	00187340739TRL00
1,381	109.40	XLON	08:44:54	00187340817TRL00
461	109.40	XLON	08:45:32	00187340864TRL00
2,507	109.80	XLON	08:46:11	00187340914TRL00
406	109.40	XLON	08:47:31	00187341005TRL00
1,350	109.60	XLON	08:48:09	00187341101TRL00
2,692	109.80	XLON	08:48:14	00187341108TRL00
585	109.40	XLON	08:48:50	00187341162TRL00
1,327	109.60	XLON	08:49:31	00187341192TRL00
1,105	109.80	XLON	08:50:11	00187341257TRL00

1,195	109.60	XLON	08:50:11	001873412521RL00
357	109.40	XLON	08:50:49	00187341324TRL00
1,277	109.60	XLON	08:51:32	00187341382TRL00
1,257	109.60	XLON	08:52:11	00187341461TRL00
178	109.60	XLON	08:52:52	00187341517TRL00
2,405	110.00	XLON	08:55:10	00187341683TRL00
2,795	110.00	XLON	08:55:15	00187341693TRL00
2,745	110.00	XLON	08:55:20	00187341699TRL00
353	109.80	XLON	08:56:57	00187341912TRL00
505	110.00	XLON	09:00:55	00187342300TRL00
1,310	110.00	XLON	09:04:18	00187342713TRL00
651	110.00	XLON	09:05:38	00187342855TRL00
1,135	109.80	XLON	09:08:23	00187343056TRL00
2,344	110.00	XLON	09:14:30	00187343693TRL00
7,338	110.00	XLON	16:12:19	00187391219TRL00

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