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AO WORLD PLC

MUSICMAGPIE LAUNCHES UK-WIDE TIMPSON PARTNERSHIP TO OFFER INSTANT IN-STORE SMARTPHONE TRADE-INS

ALMOST THREE QUARTERS OF UK ADULTS COULD BE £250 BETTER OFF

AO World PLC ("the Group" or "AO"), the UK's most trusted electrical retailer, today announces that musicMagpie, one of the UK's leading recommerce operators, which it acquired in December 2024, is partnering with Timpson to provide customers with a faster and more convenient way to trade in their old smartphones and receive payment in minutes.

With 73% of UK adults having at least one unused smartphone at home with an average trade-in value of c£250, the service couldn't come at a better time for people feeling the squeeze in January. The total value of unused smartphones is estimated at around £10 billion across the UK¹, according to research from Censusewide.

The research also shows that 68% of consumers prefer to trade in their devices in person, while one in four say that receiving payment immediately is very important, which underlines the appeal of the new musicMagpie/Timpson proposition.

Following a successful four month trial, the service is now available in over 1,300 Timpson stores across the UK, enabling customers to hand over their device in-store, have it assessed in front of them and have funds transferred within minutes.

The partnership also supports AO's strategy to grow share and awareness across new categories, particularly mobile, as well as driving increased volumes through musicMagpie's tech refurbishment business. It will also deepen AO's circular economy credentials, including reuse, refurbishment and recycling across all electricals categories.

John Roberts, CEO and founder of AO World, said:

"We know that apathy is the biggest barrier to trading in old tech, and the ability to 'Take it to Timpson' now makes it a no-brainer for customers who can get cash in only a few minutes for their old smartphone at over 1,300 Timpson sites.

"It's another great synergy from our acquisition of Magpie in 2024 and is really just the start of the enormous potential that we see for this partnership.

"By combining musicMagpie's refurbishment expertise with Timpson's trusted nationwide network, we're helping customers unlock the value in their old tech instantly, while keeping more devices in use and making them more affordable for every pocket."

Steve Oliver, managing director and co-founder of musicMagpie, said:

"Adding Magpie to 1,300 Timpson stores across the UK is a huge milestone for us and will take our reach and convenience for customers far beyond anything we've tried before. It's great to see that so many customers are choosing to trade in their old phones in a way that's as good for the planet as it is for their wallets.

"This partnership means that most people in the UK are now just minutes from turning their unused tech into hundreds of pounds of instant cash."

Sid Hubbard, Group Director of Timpson, said:

"Our expert colleagues are a trusted and friendly face to millions of customers across the UK, and this additional service further enhances the high street experience for new and existing Timpson customers.

"Repairing worn, old or damaged goods has been at the heart of the Timpson service offer for over 150 years. We are pleased to extend this to smartphone trade-in for our customers on behalf of musicMagpie."

ENDS

Censusewide data research

¹ Data based on a nationally representative survey of 2000 UK adults by Censusewide between 28.11.2025 - 1.12.2025.

Average trade in value calculation

£10 billion figure calculated using the average trade in value (£250) multiplied by 40,166,244, which is 73% of the ONS estimated UK adult population for mid-2024 (55,022,253).

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About AO World

AO World PLC, headquartered in Bolton and listed on the London Stock Exchange, is the UK's most trusted online electricals retailer, with a mission to be the destination for electricals. Our strategy is to create value by offering our

customers brilliant customer service and making AO the destination for everything they need, in the simplest and easiest way, when buying electricals. We also own an in-house logistics business to manage the delivery process and ensure the highest possible service standards are met.

AO World offers major and small domestic appliances and a growing range of mobile phones, AV, consumer electricals and laptops. We also provide ancillary services such as the installation of new and collection of old products and offer product protection plans and customer finance. musicMagpie operates a leading UK re-commerce platform enabling consumers to buy and sell pre-owned consumer technology and media products. AO Business serves the B2B market in the UK, providing electricals and installation services at scale. AO also has a WEEE processing facility, ensuring customers' electronic waste is dealt with responsibly.

About musicMagpie:

musicMagpie is a circular economy pioneer, specialising in the buying and selling of refurbished consumer technology and media.

Founded in Stockport in 2007 and acquired by the UK's most trusted electrical retailer AO in 2024, musicMagpie makes it easy for customers to turn their unwanted tech into cash.

musicMagpie is trusted by millions to offer great value and a smarter, greener way to shop, with an 'excellent' Trustpilot rating from more than 300,000 reviews.

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