

22 January 2026

AO World plc (the "Company")
Director / PDMR & PCA Shareholding

AO World plc announces that, on 20 January 2026, John Roberts, CEO and PDMR of the Company, gifted, at nil cost, 2,000,000 ordinary shares of 0.25p each in the Company ("Ordinary Shares") to the Jolly Foundation. The Jolly Foundation is a registered charity and private company limited by guarantee, of which John Roberts and his spouse are each a trustee, member and director.

As a result of these transactions, John Roberts' beneficial holding is 88,551,926* Ordinary Shares, representing 15.41% of the current issued share capital of the Company, and the Jolly Foundation's beneficial holding is 5,547,115 Ordinary Shares, representing 0.97% of the current issued share capital of the Company.

**The beneficial holding for John Roberts excludes 6,348 Ordinary Shares held by Crystalcraft Limited, a company of which he is a director and shareholder and 5,547,115 Ordinary Shares held by the Jolly Foundation, of which he is a trustee, member and director.*

The Notification of Dealing Forms provided in accordance with the requirements of UK MAR in relation to the transactions listed above are set out below.

NOTIFICATION AND PUBLIC DISCLOSURE OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM

1 Details of the person discharging managerial responsibilities/person closely associated					
a) Name	John Roberts				
2 Reason for the notification					
a) Position/status	Chief Executive Officer				
b) Initial notification/Amendment	Initial Notification				
3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a) Name	AO World PLC				
b) LEI	2138005FFOAJIUZY4375				
4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted					
a) Description of the financial instrument, type of instrument, identification code	Ordinary shares of 0.25p each GB00BJTNFH41				
b) Nature of the transaction	Gift of shares				
c) Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>Nil</td> <td>2,000,0000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	Nil	2,000,0000
Price(s)	Volume(s)				
Nil	2,000,0000				
d) Aggregated information	As above - Aggregated volume - Price				
e) Date of the transaction	20 January 2026				
f) Place of the transaction	London Stock Exchange (XLON)				

NOTIFICATION AND PUBLIC DISCLOSURE OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM

1 Details of the person discharging managerial responsibilities/person closely associated	
a) Name	The Jolly Foundation
2 Reason for the notification	

a)	Position/status	Person Closely Associated with John Roberts, PDMR					
b)	Initial notification/Amendment	Initial Notification					
3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor							
a)	Name	AO World PLC					
b)	LEI	2138005FFOAJIUZY4375					
4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted							
a)	Description of the financial instrument, type of instrument, identification code	Ordinary shares of 0.25p each GB00BJTNFH41					
b)	Nature of the transaction	Acquisition of shares					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>Nil</td><td>2,000,000</td></tr></table>		Price(s)	Volume(s)	Nil	2,000,000
Price(s)	Volume(s)						
Nil	2,000,000						
d)	Aggregated information - Aggregated volume - Price	As above					
e)	Date of the transaction	20 January 2026					
f)	Place of the transaction	London Stock Exchange (XLON)					

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