

AO World PLC (the "Company")
Director / PDMR Shareholding

On 27 January 2026, the Company received notification that on 23 January 2026, Chris Hopkinson, a non-executive director of the Company, sold 700,000 ordinary shares in the Company at a price of 107p per share. As a result of the transaction: Chris Hopkinson holds 21,080,429* ordinary shares representing 3.67% of the current issued share capital of the Company.

**Holding for Chris Hopkinson excludes 350,877 ordinary shares held by Gayle Halstead, a person with whom Chris Hopkinson is closely associated.*

The Notification of Dealing Forms provided in accordance with the requirements of UK MAR in relation to the transactions 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	<i>Chris Hopkinson</i>				
2	Reason for the notification					
a)	Position/status	<i>Non-executive director</i>				
b)	Initial notification/Amendment	<i>Initial Notification</i>				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	<i>AO World PLC</i>				
b)	LEI	<i>2138005FFOAJIUZY4375</i>				
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	<i>Ordinary shares of 0.25p each GB00BJTNFH41</i>				
b)	Nature of the transaction	<i>Sale</i>				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>107p</td> <td>700,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	107p	700,000
Price(s)	Volume(s)					
107p	700,000					
d)	Aggregated information	<i>As above</i>				
	- Aggregated volume					
	- Price					
e)	Date of the transaction	<i>23 January 2026</i>				
f)	Place of the transaction	<i>London Stock Exchange</i>				

Enquiries:
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information, please contact ms@seg.com or visit www.ms.com.

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