

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"><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>107p</td><td>700,000</td></tr></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 rns@seg.com or visit www.rns.com.

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