

30 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 36,602 ordinary shares of 0.25 pence each in the capital of the Company (the "Shares") on 29 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 6,860,315 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 573,443,160 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: 29 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	109.17	36,602	108.20	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
1,935	110.00	XLON	14:46:35	00188241009TRLOO
510	109.60	XLON	14:48:30	00188241676TRLOO
401	109.60	XLON	14:51:06	00188242335TRLOO
280	109.60	XLON	14:51:08	00188242344TRLOO
286	109.60	XLON	14:53:43	00188243428TRLOO
497	109.60	XLON	14:54:48	00188243680TRLOO
1,979	109.40	XLON	15:16:10	00188251707TRLOO
17,313	109.20	XLON	15:16:24	00188251786TRLOO
1,998	108.80	XLON	15:18:05	00188252566TRLOO
247	108.20	XLON	15:18:10	00188252627TRLOO
2,094	108.40	XLON	15:18:27	00188252750TRLOO
696	108.80	XLON	15:24:48	00188255314TRLOO
80	108.80	XLON	15:33:38	00188258351TRLOO
6	108.80	XLON	15:36:40	00188259727TRLOO
112	108.80	XLON	15:41:51	00188261774TRLOO
185	109.00	XLON	15:47:13	00188263902TRLOO
14	109.00	XLON	15:49:04	00188264451TRLOO
74	109.00	XLON	15:49:57	00188264741TRLOO
13	109.00	XLON	15:50:53	00188264988TRLOO
6	109.00	XLON	16:03:13	00188268762TRLOO
166	109.00	XLON	16:07:58	00188270010TRLOO
1,486	109.00	XLON	16:07:58	00188270011TRLOO
451	109.00	XLON	16:08:02	00188270030TRLOO
459	109.00	XLON	16:08:47	00188270320TRLOO
632	109.00	XLON	16:08:47	00188270321TRLOO
82	109.00	XLON	16:11:08	00188270957TRLOO

328	109.00	XLON	16:11:08	001882709581TRLO0
461	109.00	XLON	16:14:46	00188271814TRLO0
34	109.00	XLON	16:15:52	00188272120TRLO0
3	109.00	XLON	16:16:34	00188272332TRLO0
487	109.00	XLON	16:16:44	00188272377TRLO0
36	109.00	XLON	16:17:38	00188272644TRLO0
93	109.00	XLON	16:19:00	00188273100TRLO0
487	109.00	XLON	16:19:38	00188273307TRLO0
100	109.00	XLON	16:20:18	00188273499TRLO0
7	109.00	XLON	16:20:59	00188273865TRLO0
1	109.00	XLON	16:22:05	00188274216TRLO0
17	109.00	XLON	16:23:20	00188274635TRLO0
1	109.00	XLON	16:23:56	00188274781TRLO0
177	109.00	XLON	16:24:35	00188274997TRLO0
33	109.00	XLON	16:25:54	00188275296TRLO0
177	109.00	XLON	16:27:10	00188275669TRLO0
60	109.20	XLON	16:28:24	00188276204TRLO0
5	109.20	XLON	16:29:00	00188276512TRLO0
2,093	109.40	XLON	16:29:09	00188276608TRLO0

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