

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	00188241009TRL00
510	109.60	XLON	14:48:30	00188241676TRL00
401	109.60	XLON	14:51:06	00188242335TRL00
280	109.60	XLON	14:51:08	00188242344TRL00
286	109.60	XLON	14:53:43	00188243428TRL00
497	109.60	XLON	14:54:48	00188243680TRL00
1,979	109.40	XLON	15:16:10	00188251707TRL00
17,313	109.20	XLON	15:16:24	00188251786TRL00
1,998	108.80	XLON	15:18:05	00188252566TRL00
247	108.20	XLON	15:18:10	00188252627TRL00
2,094	108.40	XLON	15:18:27	00188252750TRL00
696	108.80	XLON	15:24:48	00188255314TRL00
80	108.80	XLON	15:33:38	00188258351TRL00
6	108.80	XLON	15:36:40	00188259727TRL00
112	108.80	XLON	15:41:51	00188261774TRL00
185	109.00	XLON	15:47:13	00188263902TRL00
14	109.00	XLON	15:49:04	00188264451TRL00
74	109.00	XLON	15:49:57	00188264741TRL00
13	109.00	XLON	15:50:53	00188264988TRL00
6	109.00	XLON	16:03:13	00188268762TRL00
166	109.00	XLON	16:07:58	00188270010TRL00
1,486	109.00	XLON	16:07:58	00188270011TRL00
451	109.00	XLON	16:08:02	00188270030TRL00
459	109.00	XLON	16:08:47	00188270320TRL00
632	109.00	XLON	16:08:47	00188270321TRL00
82	109.00	XLON	16:11:08	00188270957TRL00
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328	109.00	XLON	16:11:08	001882709581TRL00
461	109.00	XLON	16:14:46	00188271814TRL00
34	109.00	XLON	16:15:52	00188272120TRL00
3	109.00	XLON	16:16:34	00188272332TRL00
487	109.00	XLON	16:16:44	00188272377TRL00
36	109.00	XLON	16:17:38	00188272644TRL00
93	109.00	XLON	16:19:00	00188273100TRL00
487	109.00	XLON	16:19:38	00188273307TRL00
100	109.00	XLON	16:20:18	00188273499TRL00
7	109.00	XLON	16:20:59	00188273865TRL00
1	109.00	XLON	16:22:05	00188274216TRL00
17	109.00	XLON	16:23:20	00188274635TRL00
1	109.00	XLON	16:23:56	00188274781TRL00
177	109.00	XLON	16:24:35	00188274997TRL00
33	109.00	XLON	16:25:54	00188275296TRL00
177	109.00	XLON	16:27:10	00188275669TRL00
60	109.20	XLON	16:28:24	00188276204TRL00
5	109.20	XLON	16:29:00	00188276512TRL00
2,093	109.40	XLON	16:29:09	00188276608TRL00

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