

02 February 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 44,797 ordinary shares of 0.25 pence each in the capital of the Company (the "Shares") on 30 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 6,905,112 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 573,398,363 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: 30 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	109.37	44,797	109.00	109.60

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
1,973	109.00	XLON	08:02:44	00188290103TRLOO
1,772	109.60	XLON	12:09:43	00188322296TRLOO
92	109.20	XLON	12:50:55	00188325554TRLOO
1,710	109.20	XLON	13:08:34	00188326985TRLOO
573	109.20	XLON	13:53:26	00188330458TRLOO
51	109.20	XLON	14:13:53	00188332470TRLOO
221	109.40	XLON	14:52:21	00188341197TRLOO
1,517	109.40	XLON	14:52:21	00188341198TRLOO
35,000	109.40	XLON	15:44:07	00188351285TRLOO
91	109.20	XLON	15:51:00	00188352646TRLOO
271	109.20	XLON	15:51:00	00188352647TRLOO
112	109.20	XLON	15:51:00	00188352648TRLOO
66	109.20	XLON	16:10:55	00188356292TRLOO
223	109.20	XLON	16:13:29	00188356791TRLOO
75	109.20	XLON	16:13:29	00188356792TRLOO
1,050	109.20	XLON	16:23:25	00188359058TRLOO

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