

03 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 88,154 ordinary shares of 0.25 pence each in the capital of the Company (the "Shares") on 02 February 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 6,993,266 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 573,310,209 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: 02 February 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	108.11	88,154	107.20	109.00

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
1,799	108.40	XLON	11:05:55	00188410970TRL00
1,839	109.00	XLON	11:26:19	00188413189TRL00
903	108.20	XLON	11:26:21	00188413200TRL00
898	108.40	XLON	11:59:33	00188416833TRL00
1,054	108.40	XLON	11:59:59	00188416897TRL00
670	108.20	XLON	12:24:37	00188419446TRL00
419	108.20	XLON	12:30:13	00188420025TRL00
520	108.20	XLON	12:30:23	00188420039TRL00
22	108.20	XLON	12:30:24	00188420044TRL00
91	108.20	XLON	12:30:50	00188420081TRL00
1	108.20	XLON	12:32:33	00188420282TRL00
2,020	108.00	XLON	13:02:32	00188422913TRL00
283	107.40	XLON	13:15:04	00188424006TRL00
878	107.40	XLON	13:17:22	00188424188TRL00
755	107.40	XLON	13:30:32	00188425289TRL00
477	107.20	XLON	13:33:44	00188425582TRL00
940	107.20	XLON	13:36:14	00188425741TRL00
492	107.20	XLON	13:51:11	00188426886TRL00
138	107.20	XLON	13:51:13	00188426889TRL00
72	107.40	XLON	14:00:21	00188427627TRL00
883	107.40	XLON	14:00:26	00188427629TRL00
73,000	108.13	XLON	14:24:31	00188430261TRL00

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