

04 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 133,990 ordinary shares of 0.25 pence each in the capital of the Company (the "Shares") on 03 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 7,127,256 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 573,176,219 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: 03 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	108.21	133,990	108.20	108.80

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
1,766	108.80	XLON	09:25:54	00188484875TRLO0
382	108.20	XLON	10:27:51	00188491516TRLO0
67	108.20	XLON	10:27:51	00188491517TRLO0
44	108.20	XLON	10:27:51	00188491518TRLO0
127	108.20	XLON	10:27:51	00188491519TRLO0
23	108.20	XLON	10:27:51	00188491520TRLO0
20	108.20	XLON	10:27:51	00188491521TRLO0
67	108.20	XLON	10:27:51	00188491522TRLO0
5	108.20	XLON	11:00:48	00188495486TRLO0
270	108.20	XLON	11:36:56	00188499558TRLO0
67	108.20	XLON	11:36:56	00188499559TRLO0
67	108.20	XLON	11:36:56	00188499560TRLO0
4	108.20	XLON	12:15:49	00188503522TRLO0
588	108.20	XLON	12:15:49	00188503523TRLO0
130,493	108.20	XLON	12:54:58	00188507361TRLO0

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