

06 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 137,306 ordinary shares of 0.25 pence each in the capital of the Company (the "Shares") on 05 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 7,321,562 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 572,981,913 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: 05 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	104.01	137,306	103.60	104.60

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
70	104.60	XLON	09:26:55	00188680368TRLO0
1,529	104.60	XLON	09:26:55	00188680369TRLO0
436	104.00	XLON	10:52:15	00188689312TRLO0
217	104.00	XLON	10:52:58	00188689377TRLO0
70	104.00	XLON	10:52:58	00188689378TRLO0
542	104.00	XLON	10:56:24	00188689835TRLO0
460	104.00	XLON	10:56:24	00188689836TRLO0
10	103.60	XLON	11:35:49	00188693567TRLO0
70	103.60	XLON	11:35:49	00188693568TRLO0
79	103.60	XLON	13:54:03	00188707571TRLO0
1,572	104.00	XLON	14:16:11	00188710294TRLO0
10,000	104.00	XLON	14:16:38	00188710371TRLO0
75,000	104.00	XLON	15:23:09	00188727723TRLO0
47,251	104.00	XLON	16:15:10	00188740088TRLO0

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