

10 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 145,102 ordinary shares of 0.25 pence each in the capital of the Company (the "Shares") on 09 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 7,608,843 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 572,694,632 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:	09 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	104.61	145,102	103.20	105.60

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
1,918	105.60	XLON	09:03:46	00188853648TRL00
2,030	105.40	XLON	09:08:51	00188854142TRL00
1,761	105.00	XLON	09:14:01	00188854740TRL00
1,776	104.20	XLON	09:14:04	00188854763TRL00
1,925	103.20	XLON	09:27:22	00188856145TRL00
135,692	104.60	XLON	09:30:13	00188856454TRL00

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