

12 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 151,002 ordinary shares of 0.25 pence each in the capital of the Company (the "Shares") on 11 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 7,907,388 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 572,396,087 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: | 11 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 | 103.18 | 151,002 | 102.60 | 103.20 |

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 |
|----------------------------|-----------------------|-------|---------------------|------------------|
| 2,270 | 102.60 | XLON | 08:13:58 | 00188996357TRL00 |
| 2,135 | 102.80 | XLON | 08:22:25 | 00188997710TRL00 |
| 2,053 | 102.60 | XLON | 08:22:26 | 00188997718TRL00 |
| 144,544 | 103.20 | XLON | 08:23:42 | 00188997897TRL00 |

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