

8 January 2025

AO WORLD PLC
Appointment of Joint Corporate Broker

AO World plc ("AO"), the UK's most trusted electrical retailer, announces the appointment of Peel Hunt as its Joint Corporate Broker alongside Jefferies International Ltd with immediate effect.

Enquiries

AO World PLC

Mark Higgins, CFO
Julie Finnemore, Company Secretary

Tel: +44(0)1204 672 400
ir@ao.com

Sodali & Co

Rob Greening
Russ Lynch
Maria Sizyakova

Tel: +44(0) 20 7250 1446
ao@sodali.com

Jefferies International Ltd

Philip Noblet
Thomas Bective
Jordan Cameron

Tel: +44 (0)20 7029 8000

Peel Hunt LLP

George Sellar
Andrew Clark
Ella Hastings

Tel: +44 (0)20 7418 8900

About AO

AO World PLC, headquartered in Bolton and listed on the London Stock Exchange, is the UK's most trusted major electrical retailer, with a mission to be the destination for electricals. Our strategy is to create value by offering our customers brilliant customer service and making AO the destination for everything they need, in the simplest and easiest way, when buying electricals. We offer major and small domestic appliances and a growing range of mobile phones, AV, consumer electricals and laptops. We also provide ancillary services such as the installation of new and collection of old products and offer product protection plans and customer finance. AO Business serves the B2B market in the UK, providing electricals and installation services at scale. AO also has a WEEE (Waste Electrical and Electronic Equipment) processing facility, ensuring customers' electronic waste is dealt with responsibly.

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