

Strictly Private & Confidential

Our Ref: A-55-1

The Directors
AO World plc
AO Park
5A The Parklands
Lostock
Bolton
BL6 4SD

19th June 2018

Dear Sirs

AO World plc (the "Company")

We refer to the Notice of Annual General Meeting to be published by the Company on or around the date of this letter (the "AGM Notice").

We hereby consent to the publication of the AGM Notice with the inclusion therein of the references to ourselves in the form and context in which they are included.

Yours faithfully

For Numis Securities Limited



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Luke Bordewich
Authorised Signatory
Managing Director, Corporate Broking & Advisory

