

Strictly Private & Confidential

Our Ref: A-55-1

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

14 June 2017

Dear Sirs

AO World plc (the "Company")

We refer to the Notice of Annual General Meeting to be published by the Company (the "Notice") on or around the date of this letter in connection with the Company's proposed waiver resolutions in relation to Rule 9 of the Takeover Code.

We hereby consent to the publication of the 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