



## 3rd Quarter Results

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AO World plc

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### AO WORLD PLC

#### Q3 TRADING UPDATE

##### Sales growth across all categories and long-term strategy remains on track

AO World plc ("the Company" or "AO"), the UK's leading online retailer of major domestic appliances, today gives a trading update for its third quarter; the three months to December 2015.

Our UK business continued to grow across all categories, with ao.com revenue increasing by 35% year on year and our overall UK revenue by 24%. We were pleased with the performance of the business through Black Friday week, drawing from the insights of 2014. Customers increasingly recognise ao.com as a destination as we continue to drive an improvement in customer awareness.

In Germany the exit run rate revenue for December gives an annualised revenue of €77m, up from €61m in September.

Through the period we continued to deliver against our long-term strategy, with the development of the Audio Visual and Small Domestic Appliances categories in the UK, while continuing our research in further categories. Our launch in the Netherlands remains on track for Spring 2016.

Group performance remains in line with expectations.

##### Steve Counce, Chief Operating Officer, said:

"AO World continues to make progress on its long term plan; delivering sales growth across all categories and more customers enjoyed our excellent proposition.

"In Germany we made further progress and are proud of how our culture has translated and thank the German team for continuing to delight customers with the ao.de experience.

"Looking ahead, we remain confident that we will deliver for the benefit of both our customers and our investors and remain on track to deliver our long term strategy."

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