



Interim Results

for the 6 months ended 30 September 2016

 Total Group Revenue
up 22.9%
20.8% 
AO UK website sales

UK adjusted EBITDA
 **£13.1m**

European Revenue
up 66.9%

operational highlights

 **New**
35,000 sqm²
Regional Distribution Centre in Bergheim now fully operational, serving Germany and the Netherlands.



Brand 
Brand awareness and repeat business metrics continue to grow, helping us attract new and loyal customers.




New



Launches

Successful launches of new categories: AV in Germany and computing in the UK in October 2016.

  **1.7**
million
facebook likes  globally



NPS score
in all territories
remains in excess of **80**