



AO World plc Company Factsheet

AO is one of the leading online electrical retailer in the UK and also operates in Germany. We selling major and small domestic appliance and a growing range of electrical products. These electricals are delivered through our in-house logistics business and carefully selected third parties. We also provide ancillary services, such as installing new electricals and collecting old ones, offering product protection plans and customer finance, as well as recycling electricals at our own appliance recycling facility.

Our mission is to be the global destination for electricals. We create value by focussing on being brilliant for our customers and making AO the place to shop for all the electricals they need in the simplest way.

AO World plc is headquartered in Bolton and was listed on the London Stock Exchange in 2014. We're a constituent of the FTSE 250 index.

NET PROMOTER SCORE¹ FY21

85
UK² average

(FY20: 84)

89
Germany average

(FY20: 89)

¹NPS is an industry measure of customer loyalty and satisfaction.

²UK is based on a weighted average of ao.com and MPD.

AO executive management team



John Roberts

CEO & Founder

John founded AO in 2000 after a £1 bet that he couldn't change the face of the white goods market. Now, with the industry changed, it has proven to be a valuable bet: AO has gone from three employees to over 4,000 across the UK and Germany.



Mark Higgins

CFO

Prior to his appointment at AO, Mark gained many years of experience across a range of sectors as Group Finance Director and in other senior finance roles. He was appointed to the AO Board in 2015 and is a member of the Chartered Institute of Management Accountants.

Investing In Sustainability

AO Recycling is one of the UK's biggest recyclers of Major Domestic Appliances (MDAs). We make would-be-waste great again by turning MDAs into valuable resources at our state-of-the-art plant in Telford, Shropshire. The site has the capacity to recycle over 700,000 fridges per year (one-fifth of the appliances currently thrown away annually in the UK) and in 2019, AO Recycling processed its millionth fridge. The plant also brings in packaging, including cardboard, from AO customers who have bought a new appliance, making it among the cleanest, safest and most environmentally friendly recycling facilities in the UK.

In 2019, we opened our state-of-the-art plastics recycling facility, also in Telford, Shropshire. There, we recycle plastics from appliances and are working in partnership with manufacturers to use in new components and products. In FY21, we processed the equivalent of 569 million plastic bottles.

AO products and services

Products

- Major and small domestic appliances
- Mobile phones and accessories
- Computing
- Audio visual
- Consumer electronics
- Gaming
- DIY & Gardening

Services

- Logistics and third party logistics
- Installation
- Financial services
- Product warranties
- Business to business
- Recycling
- Rental

AO Fast Facts

AO sold c.975,000 fridges and freezers in FY21

Over 90% of the UK is covered by our next day delivery option

On average, AO makes 14,000 deliveries a day across the UK and Germany

On average, there are 1,000 AO vans on the road each day

AO works with a global range of suppliers and manufacturers

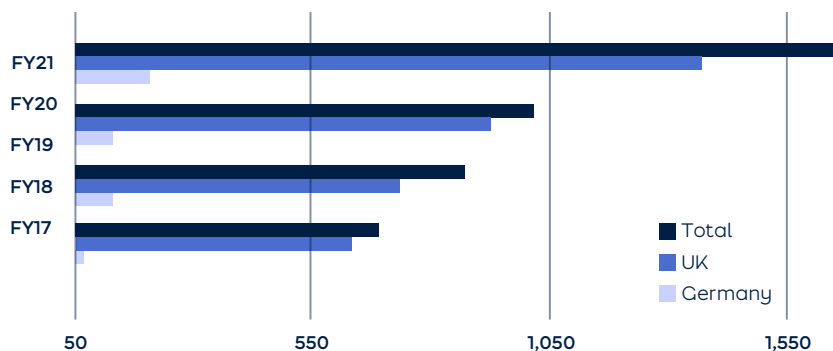
AO created 1,200 high quality, new roles in FY21 - from jobs in Customer Experience to Technology

AO has given all employees the opportunity to share in AO's success with our unique Value Creation Plan

AO recycles the equivalent weight of around five Eiffel Towers

Revenue growth

25% CAGR since IPO in FY14



Key financials FY to 31 March 2021

Group revenue	£1,661bn (↑ 62%)
UK revenue	£1,435bn (↑ 59%)
Germany revenue	£226m (↑ 81%)
Group Adj. EBITDA	£64m (↑ 191%)
Basic earnings per share	£3.73p (↑ 1,676%)
Cash generated	£60m
Total FTE employees	4,400
Total customers	10 million (↑ 2 million)

AO INVESTMENT THESIS

- 1 The destination of choice for digital electrical retailing
- 2 A compelling customer offer and brilliant service that is at the heart of our strategy
- 3 The One AO platform that leverages our centres of expertise to create an efficient, scalable business model
- 4 Long-term partner relationships with recognised global suppliers and manufacturers
- 5 Financial strength to drive high-growth model with focus on strong cash generation
- 6 Strong sustainability focus to create a better world
- 7 Our amazing 'AO, let's go' culture

2000 - The famous £1 bet gives birth to AO World, under the name DRL Limited

2013 - Appliances Online relaunches as ao.com

2015 - AO World successfully launches in Germany

2018 - AO acquires Mobile Phones Direct, making AO the largest mobile pureplay retailer in the UK

2019 - Launch of Mobile (6 months ahead of schedule), AO Business and AO Rental

2004 - Sainsbury's becomes the Group's first client, closely followed by M&S, Shop Direct Group, Argos, B&Q and many more

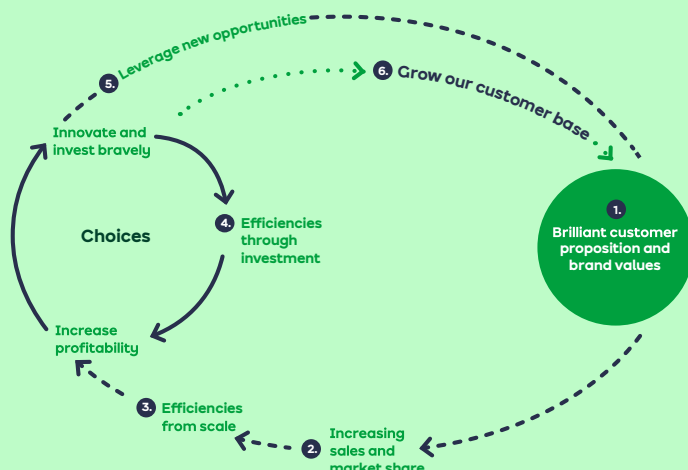
2014 - AO World floats on the London Stock Exchange

2017 - The Recycling Group becomes AO Recycling, allowing AO to later become the UK's largest recycler of fridges and Large Domestic Appliances

2019 - State-of-the-art recycling plant opened in Telford

2020 - AO implements the 'One AO' model and strategy, focusing on customers, innovation and growth

Our Business Model



Stock fundamentals

ISIN: GB00BJTNFH41

Ticker: LSE: AO

Sector: Internet retail

Index: FTSE 250, FTSE 350,

FTSE All Share

No. ordinary shares: 479.38m

Group

5A, The Parklands
Bolton BL6 4SD
United Kingdom

Media enquiries

pressoffice@ao.com
(+44) 1204 672 504

Powerscourt

Rob Greening / Lisa Kavanagh
+44 (0)20 7250 1446
ao@powerscourt-group.com

Investor relations

ir@ao.com
(+44) 7525 147 877