

28 October 2024

AO World PLC
Unit 5a The Parklands
Lostock
Bolton
BL6 4SD
United Kingdom

Dear Sir/Madam,

Recommended cash acquisition of musicMagpie plc by AO Ltd, a wholly-owned subsidiary of AO World PLC (the “Acquisition”)

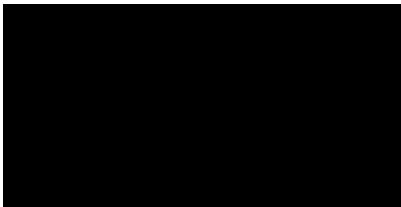
We refer to the scheme document that is to be published by musicMagpie plc on or around 28 October 2024 in connection with the Acquisition (the “**Scheme Document**”).

We hereby consent to the publication of the Scheme Document with the inclusion therein of the references to our name in the form and context in which they appear.

We also confirm that we consent to this letter being made available for inspection in accordance with the City Code on Takeovers and Mergers.

This letter is for your information only and should not be relied upon by any other person.

Yours faithfully,



Authorised signatory
For and on behalf of Jefferies International Limited

Philip Noblet, Co-Head of UK & Ireland Investment Banking