

Proposed acquisition of Music Magpie plc (MusicMagpie)

This morning, we have announced that the boards of AO and MusicMagpie have reached an agreement on the recommended cash acquisition of MusicMagpie by AO.

The proposed acquisition of MusicMagpie presents a strategic opportunity to integrate one of the UK's leading mobile recommerce operators into our portfolio.

To achieve our strategic ambition of becoming the destination for electricals, it is crucial for AO to enhance its consumer tech offering. A top-tier trade-in service will be essential, and MusicMagpie represents a significant enabler in unlocking value through our reverse supply chain. Moreover, MusicMagpie stands to leverage our existing supply channels, which could lower its cost of acquisition and allow us to scale refurbished technology with operational precision.

MusicMagpie's commitment to customer satisfaction and its exceptional brand are closely aligned with our values, and our shared cultures create a strong foundation for collaboration. This alignment positions us to drive growth and innovation in an increasingly environmentally-conscious market.

You can read the details of the offer in the announcement on the AO World website via this link [Recommended Cash Acquisition of musicMagpie plc - 07:00:06 02 Oct 2024 - AO. News article | London Stock Exchange](#) which we recommend you read in full.

Important Notes:

We are required by the UK City Code on Takeovers and Mergers (the "Takeover Code") to make this communication and the announcement to which it refers readily available to you. No action is required on your part unless the disclosure requirements below apply to you.

This notification is being given to you in accordance with Rule 2.11(b)(ii) of the Takeover Code. For the avoidance of doubt, the content of the website referred to in this notification is not incorporated into and does not form part of this notification.

Disclosure requirements of the Takeover Code

Under Rule 8.3(a) of the Takeover Code, any person who is interested in 1% or more of any class of relevant securities of an offeree company or of any securities exchange offeror (being any offeror other than an offeror in respect of which it has been announced that its offer is, or is likely to be, solely in cash) must make an Opening Position Disclosure following the commencement of the offer period and, if later, following the announcement in which any securities exchange offeror is first identified.

An Opening Position Disclosure must contain details of the person's interests and short positions in, and rights to subscribe for, any relevant securities of each of (i) the offeree company and (ii) any securities exchange offeror(s).

An Opening Position Disclosure by a person to whom Rule 8.3(a) applies must be made by no later than 3.30 pm (London time) on the 10th business day following the commencement of the offer period and, if appropriate, by no later than 3.30 pm (London time) on the 10th business day following the announcement in which any securities exchange offeror is first identified. Relevant persons who deal in the relevant securities of the offeree company or of a securities exchange offeror prior to the deadline for making an Opening Position Disclosure must instead make a Dealing Disclosure.

Under Rule 8.3(b) of the Takeover Code, any person who is, or becomes, interested in 1% or more of any class of relevant securities of the offeree company or of any securities exchange offeror must make a Dealing Disclosure if the person deals in any relevant securities of the offeree company or of any securities exchange offeror. A Dealing Disclosure must contain details of the dealing concerned and of the person's interests and short positions in, and rights to subscribe for, any relevant securities of each of (i) the offeree company and (ii) any securities exchange offeror(s), save to the extent that these details have previously been disclosed under Rule 8.

Rule 2.11 – communication to AO World PLC employees 02/10/2024

A Dealing Disclosure by a person to whom Rule 8.3(b) applies must be made by no later than 3.30 pm (London time) on the business day following the date of the relevant dealing.

If two or more persons act together pursuant to an agreement or understanding, whether formal or informal, to acquire or control an interest in relevant securities of an offeree company or a securities exchange offeror, they will be deemed to be a single person for the purpose of Rule 8.3.

Opening Position Disclosures must also be made by the offeree company and by any offeror and Dealing Disclosures must also be made by the offeree company, by any offeror and by any persons acting in concert with any of them (see Rules 8.1, 8.2 and 8.4).

Details of the offeree and offeror companies in respect of whose relevant securities Opening Position Disclosures and Dealing Disclosures must be made can be found in the Disclosure Table on the Takeover Panel's website at www.thetakeoverpanel.org.uk, including details of the number of relevant securities in issue, when the offer period commenced and when any offeror was first identified.

You should contact the Panel's Market Surveillance Unit on [+44 \(0\)20 7638 0129](tel:+442076380129) if you are in any doubt as to whether you are required to make an Opening Position Disclosure or a Dealing Disclosure.