

American Depositary Receipt Programme Launch

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Ocado Group PLC
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OCADO GROUP PLC

Confirmation of launch of Sponsored Level I American Depositary Receipt Programme

Further to the announcement dated 29 July 2015, Ocado Group plc announces the establishment of a sponsored Level I American Depositary Receipt ("ADR") programme. The Bank of New York Mellon has been appointed as the depositary bank for the ADR programme.

Each ADR represents two ordinary shares of the Company. The ADRs will trade on the over-the-counter ("OTC") market in the United States. The CUSIP number for the ADRs is 674488101, the ISIN is US6744881011 and the symbol is OCDDY.

About ADRs

An ADR is a security that has been created to permit US investors to hold shares in non-US companies and, in a Level I programme, to trade them on the OTC market in the United States. In contrast to underlying ordinary shares, ADRs permit US investors to trade securities denominated in US dollars in the US OTC market with US securities dealers. Were the Company to pay a dividend on its ordinary shares, ADR holders would receive dividend payments in respect of their ADRs in US dollars.

About the Ocado group

The Ocado group is the world's largest dedicated online grocery retailer, operating its own grocery and general merchandise retail businesses in the UK under the Ocado.com and other specialist shop banners. The Ocado group also uses its technology and platform to operate the online grocery business of Wm Morrisons Supermarkets plc and intends to further use its platform to provide services to international partners. For more information on the Ocado group, visit www.ocadogroup.com.

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