

# Director/PDMR Shareholding

RNS Number : 2224N  
Ocado Group PLC  
21 October 2016

DIRECTOR/PDMR SHAREHOLDING  
OCADO GROUP PLC

21 October 2016

## Ocado Group plc Director/PDMR Notification

Ocado Group plc (the "Company") announces that it has received notification that Douglas McCallum, a non-executive director of the Company, has purchased ordinary shares in the Company.

|          |  |   |
|----------|--|---|
| <b>1</b> | <b>Details of the person discharging managerial responsibilities/<br/>person closely associated</b>  |   |
| a)       | Name   | Douglas McCallum                                      |
| <b>2</b> | <b>Reason for the notification</b>   |   |
| a)       | Position/status  | Non-Executive Director                                |
| b)       | Initial notification/<br>Amendment   | Initial notification                                  |
| <b>3</b> | <b>Details of the issuer, emission allowance market participant,<br/>auction platform, auctioneer or auction monitor</b>   |   |
| a)       | Name   | Ocado Group plc                                       |
| b)       | LEI  | 213800LO8F61YB8MBC74                                  |
| <b>4</b> | <b>Details of the transaction(s): section to be repeated for (i) each<br/>type of instrument; (ii) each type of transaction; (iii) each date;<br/>and (iv) each place where transactions have been conducted</b> |   |
| a)       | Description of the<br>financial instrument,<br>type of instrument  | Ordinary shares of 2 pence each in Ocado<br>Group plc |
|          | Identification code  | ISIN GB00B3MBS747                                     |

|    |  |   |                   |                 |
|----|--|---|-------------------|-----------------|
| b) | Nature of the transaction  | Mr McCallum purchased 80,000 shares at a price of £2.7725 per share on 21 October 2016.<br><br>The shares purchased represent 0.013% of the Company's issued share capital. Following these purchases, Mr McCallum holds 100,000 ordinary shares in the Company, which represents 0.016% of the Company's issued share capital. |                   |                 |
| c) | Price(s) and volume(s)   | Price(s)  | Volume(s)         |                 |
|    |  | £2.7725   | 80,000            |                 |
| d) | Aggregated information<br><br>- Aggregated volume<br><br>- Price | Price   | Aggregated volume | Aggregate total |
|    |  | £2.7725   | 80,000            | £221,800.00     |
| e) | Date of the transaction  | 21 October 2016   |                   |                 |
| f) | Place of the transaction   | London Stock Exchange (XLON)  |                   |                 |

This announcement is made in accordance with Article 19 of the Market Abuse Regulation and the Disclosure Guidance and Transparency Rules.

Person responsible for arranging the release of this announcement:

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This information is provided by RNS  
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