

# Director/PDMR Shareholding

RNS Number : 5825G  
Ocado Group PLC  
08 August 2016

DIRECTOR/PDMR NOTIFICATION  
OCADO GROUP PLC

8 August 2016

## **Ocado Group plc Director/PDMR Notification**

Ocado Group plc ("the Company") makes the following announcement regarding its Directors' participation in The Ocado Sharesave Scheme ("Sharesave").

The Sharesave is a tax advantaged share scheme offered to all eligible employees of the Company on the same terms. It offers the opportunity for employees to buy ordinary shares of 2 pence each ("Shares") in the Company using savings accumulated over a three year period. The maximum amount permitted by HMRC to be invested in all Sharesave schemes is £3,600 per annum.

The Company's four Executive Directors have elected to participate in the 2016 offer of Sharesave as detailed below. Each has been granted 7,894 options over Shares. The options were granted at a price of 228 pence per Share on 5 August 2016. The options become exercisable after three years, on 1 December 2019. The notification of dealing form for each Director can be found below.

In addition, the Company's four Executive Directors elected to cancel their participation in the 2015 offer of Sharesave, resulting in the lapsing of the options originally granted to them on 1 April 2015 with an exercise price of 324 pence per Share. The options would have become exercisable on 1 May 2018. Each had 2,777 options lapse, except in the case of Mark Richardson, who had 5,555 options lapse. The notification of dealing form for each Director can be found below.

## **Ocado Group plc PDMR Notification Forms**

<b>1</b>	<b>Details of the person discharging managerial responsibilities/ person closely associated</b>	
a)	Name	Timothy Steiner
<b>2</b>	<b>Reason for the notification</b>	

a)	Position/status	Chief Executive Officer		
b)	Initial notification/ Amendment	Initial notification		
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a)	Name	Ocado Group plc		
b)	LEI	N/A		
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted			
a)	Description of the financial instrument, type of instrument	Options over Ordinary shares of 2 pence each in Ocado Group plc		
	Identification code	ISIN GB00B3MBS747		
b)	Nature of the transaction	Timothy Steiner was granted options under The Ocado Sharesave Scheme and will make monthly savings contributions of £500. The Sharesave is a tax advantaged share scheme offered to all eligible employees of the Company.		
c)	Price(s) and volume(s)	Price(s)		Volume(s)
		228 pence per Share		7,894
d)	Aggregated information	Price	Aggregated volume	Aggregate total
	- Aggregated volume	228 pence per Share	7,894	7,894
	- Price			
e)	Date of the transaction	5 August 2016		
f)	Place of the transaction	London Stock Exchange (XLON)		

1	Details of the person discharging managerial responsibilities/ person closely associated	
a)	Name	Duncan Tatton-Brown
2	Reason for the notification	
a)	Position/status	Chief Financial Officer
b)	Initial notification/ Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Ocado Group plc

b)	LEI	N/A		
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted			
a)	Description of the financial instrument, type of instrument  Identification code	Options over Ordinary shares of 2 pence each in Ocado Group plc  ISIN GB00B3MBS747		
b)	Nature of the transaction	Duncan Tatton-Brown was granted options under The Ocado Sharesave Scheme and will make monthly savings contributions of £500. The Sharesave is a tax advantaged share scheme offered to all eligible employees of the Company		
c)	Price(s) and volume(s)	Price(s)		Volume(s)
		228 pence per Share		7,894
d)	Aggregated information	Price	Aggregated volume	Aggregate total
	- Aggregated volume  - Price	228 pence per Share	7,894	7,894
e)	Date of the transaction	5 August 2016		
f)	Place of the transaction	London Stock Exchange (XLON)		

1	Details of the person discharging managerial responsibilities/ person closely associated	
a)	Name	Mark Richardson
2	Reason for the notification	
a)	Position/status	Chief Operations Officer
b)	Initial notification/ Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Ocado Group plc
b)	LEI	N/A
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted	

a)	Description of the financial instrument, type of instrument  Identification code	Options over Ordinary shares of 2 pence each in Ocado Group plc  ISIN GB00B3MBS747		
b)	Nature of the transaction	Mark Richardson was granted options under The Ocado Sharesave Scheme and will make monthly savings contributions of £500. The Sharesave scheme is an HMRC approved, all employee savings-related share option plan.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		228 pence per Share	7,894	
d)	Aggregated information	Price	Aggregated volume	Aggregate total
	- Aggregated volume  - Price	228 pence per Share	7,894	7,894
e)	Date of the transaction	5 August 2016		
f)	Place of the transaction	London Stock Exchange (XLON)		

1	Details of the person discharging managerial responsibilities/ person closely associated	
a)	Name	Neill Abrams
2	Reason for the notification	
a)	Position/status	Group General Counsel and Company Secretary
b)	Initial notification/ Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Ocado Group plc
b)	LEI	N/A
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted	
a)	Description of the financial instrument, type of instrument  Identification code	Options over Ordinary shares of 2 pence each in Ocado Group plc  ISIN GB00B3MBS747
b)	Nature of the transaction	Neill Abrams was granted options under The Ocado Sharesave Scheme and will make monthly savings contributions of

		£500. The Sharesave scheme is an HMRC approved, all employee savings-related share option plan.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		228 pence per Share	7,894	
d)	Aggregated information  - Aggregated volume  - Price	Price	Aggregated volume	Aggregate total
		228 pence per Share	7,894	7,894
e)	Date of the transaction	5 August 2016		
f)	Place of the transaction	London Stock Exchange (XLON)		

1	Details of the person discharging managerial responsibilities/ person closely associated		
a)	Name	Timothy Steiner	
2	Reason for the notification		
a)	Position/status	Chief Executive Officer	
b)	Initial notification/ Amendment	Initial notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Ocado Group plc	
b)	LEI	N/A	
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument	Options over Ordinary shares of 2 pence each in Ocado Group plc	
	Identification code	ISIN GB00B3MBS747	
b)	Nature of the transaction	Timothy Steiner cancelled his participation in the 2015 offer under The Ocado Sharesave Scheme and discontinued his related monthly contributions, resulting in the lapsing of the Options originally granted to him on 1 April 2015 with an exercise price of 324 pence per Share. The Sharesave is a tax advantaged share scheme offered to all eligible employees of the Company.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)

		324 pence per Share	2,777	
d)	Aggregated information	Price	Aggregated volume	Aggregate total
	- Aggregated volume	324 pence per Share	2,777	2,777
	- Price			
e)	Date of the transaction	5 August 2016		
f)	Place of the transaction	London Stock Exchange (XLON)		

1	Details of the person discharging managerial responsibilities/ person closely associated			
a)	Name	Duncan Tatton-Brown		
2	Reason for the notification			
a)	Position/status	Chief Financial Officer		
b)	Initial notification/ Amendment	Initial notification		
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a)	Name	Ocado Group plc		
b)	LEI	N/A		
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted			
a)	Description of the financial instrument, type of instrument	Options over Ordinary shares of 2 pence each in Ocado Group plc		
	Identification code	ISIN GB00B3MBS747		
b)	Nature of the transaction	Duncan Tatton-Brown cancelled his participation in the 2015 offer under The Ocado Sharesave Scheme and discontinued his related monthly contributions, resulting in the lapsing of the Options originally granted to him on 1 April 2015 with an exercise price of 324 pence per Share. The Sharesave is a tax advantaged share scheme offered to all eligible employees of the Company.		
c)	Price(s) and volume(s)	Price(s)		Volume(s)
		324 pence per Share		2,777
d)	Aggregated information	Price	Aggregated volume	Aggregate total
	- Aggregated volume			

	- Price	324 pence per Share	2,777	2,777
e)	Date of the transaction	5 August 2016		
f)	Place of the transaction	London Stock Exchange (XLON)		

1	Details of the person discharging managerial responsibilities/ person closely associated			
a)	Name	Mark Richardson		
2	Reason for the notification			
a)	Position/status	Chief Operations Officer		
b)	Initial notification/ Amendment	Initial notification		
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a)	Name	Ocado Group plc		
b)	LEI	N/A		
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted			
a)	Description of the financial instrument, type of instrument	Options over Ordinary shares of 2 pence each in Ocado Group plc		
	Identification code	ISIN GB00B3MBS747		
b)	Nature of the transaction	Mark Richardson cancelled his participation in the 2015 offer under The Ocado Sharesave Scheme and discontinued his related monthly contributions, resulting in the lapsing of the Options originally granted to him on 1 April 2015 with an exercise price of 324 pence per Share. The Sharesave is a tax advantaged share scheme offered to all eligible employees of the Company.		
c)	Price(s) and volume(s)	Price(s)		Volume(s)
		324 pence per Share		5,555
d)	Aggregated information	Price	Aggregated volume	Aggregate total
	- Aggregated volume	324 pence per Share	5,555	5,555
	- Price			
e)	Date of the transaction	5 August 2016		

f)	Place of the transaction	London Stock Exchange (XLON)
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1	Details of the person discharging managerial responsibilities/ person closely associated			
a)	Name	Neill Abrams		
2	Reason for the notification			
a)	Position/status	Group General Counsel and Company Secretary		
b)	Initial notification/ Amendment	Initial notification		
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a)	Name	Ocado Group plc		
b)	LEI	N/A		
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted			
a)	Description of the financial instrument, type of instrument  Identification code	Options over Ordinary shares of 2 pence each in Ocado Group plc  ISIN GB00B3MBS747		
b)	Nature of the transaction	Neill Abrams cancelled his participation in the 2015 offer under The Ocado Sharesave Scheme and discontinued his related monthly contributions, resulting in the lapsing of the Options originally granted to him on 1 April 2015 with an exercise price of 324 pence per Share. The Sharesave is a tax advantaged share scheme offered to all eligible employees of the Company.		
c)	Price(s) and volume(s)	Price(s)		Volume(s)
		324 pence per Share		2,777
d)	Aggregated information  - Aggregated volume  - Price	Price	Aggregated volume	Aggregate total
		324 pence per Share	2,777	2,777
e)	Date of the transaction	5 August 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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