## **Director/PDMR Shareholding**

RNS Number : 4684D Ocado Group PLC 16 February 2024

,

DIRECTOR/PDMR NOTIFICATION OCADO GROUP PLC

16 February 2024

## Ocado Group plc Director/PDMR Notification

Ocado Group plc (the "Company") makes the following announcement regarding its PDMRs' participation in The Ocado Share Incentive Plan (the "SIP"). The SIP is a HMRC approved tax-advantaged all-employee share scheme that was approved by shareholders at the Company's Annual General Meeting on 11 May 2011. Under it, employees are able to purchase ordinary shares in the Company at market value ("Partnership Shares"), using deductions from salary each month, and receive allocations of matching ordinary shares ("Matching Shares").

1	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	Tim 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	213800LO8F61YB8MBC74				
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	Ordinary shares in Ocado Group plc				

	Identification code	ISIN GB0	0B3MBS7	47	
b)	Nature of the transaction				es ("Partnership centive Plan.
C)	Price(s) and volume(s)	Price(s)		Volume	(S)
		£5.328	£5.328 28		
		£0.00		4	
d)	Aggregated information	Price	Aggrega volume	ated	Aggregate total
	<ul> <li>Aggregated volume</li> <li>Price</li> </ul>	£4.662	32		£149.18
e)	Date of the transaction	15 Febru	ary 2024		-
f)	Place of the transaction	London S	Stock Exch	ange (XL	ON)

1	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	Mark Richardson				
2	Reason for the notification					
a)	Position/status	CEO, Ocado Intellig	ent Automation			
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	213800LO8F61YB8	MBC74			
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	Ordinary shares in Ocado Group plc				
	Identification code	ISIN GB00B3MBS747				
b)	Nature of the transaction	Monthly purchase of securities ("Partnership Shares") under the Share Incentive Plan.				
C)	Price(s) and volume(s)	Price(s)	Volume(s)			

		£5.328		29	
		£0.00		4	
d)	Aggregated information	Price	Aggrega volume	ted	Aggregate total
	<ul><li>Aggregated volume</li><li>Price</li></ul>	£4.682	33		£154.51
e)	Date of the transaction	15 February 2024			
f)	Place of the transaction	London Stock Exchange (XLON)			DN)

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 Gr	Ocado Group plc				
	LEI	213800LO8F61YB8MBC74					
b)							
b) <b>4</b>	Details of the transaction(s): se instrument; (ii) each type of tra where transactions have been	ection to be insaction; (ii	repeated				
,	Details of the transaction(s): se instrument; (ii) each type of tra	ection to be insaction; (ii conducted	repeated	ate; and (	iv) each place		
4	Details of the transaction(s): se instrument; (ii) each type of tra where transactions have been Description of the financial	ection to be insaction; (ii conducted	repeated ii) each da	ate; and (	iv) each place		
4	Details of the transaction(s): se instrument; (ii) each type of tra where transactions have been Description of the financial instrument, type of instrument	ection to be insaction; (ii conducted Ordinary s ISIN GB00 Monthly p	repeated ii) each da shares in C 0B3MBS74 urchase of	ate; and (i Dcado Gro 47 f securitie:	iv) each place		
<b>4</b> a)	Details of the transaction(s): se instrument; (ii) each type of tra where transactions have been Description of the financial instrument, type of instrument Identification code	ection to be insaction; (ii conducted Ordinary s ISIN GB00 Monthly p	repeated ii) each da shares in C 0B3MBS74 urchase of	ate; and (i Dcado Gro 47 f securitie:	iv) each place oup plc s ("Partnership entive Plan.		
<b>4</b> a) b)	Details of the transaction(s): se instrument; (ii) each type of tra where transactions have been Description of the financial instrument, type of instrument Identification code Nature of the transaction	Crdinary s ISIN GB00 Monthly p Shares") u	repeated ii) each da shares in C 0B3MBS74 urchase of	ate; and (i Dcado Gro 47 f securities Share Ince	iv) each place oup plc s ("Partnership entive Plan.		
<b>4</b> a) b)	Details of the transaction(s): se instrument; (ii) each type of tra where transactions have been Description of the financial instrument, type of instrument Identification code Nature of the transaction	ection to be insaction; (ii conducted Ordinary s ISIN GB00 Monthly p Shares'') u Price(s)	repeated ii) each da shares in C 0B3MBS74 urchase of	ate; and (i Dcado Gro 47 f securitie: Share Ince Volume(	iv) each place oup plc s ("Partnership entive Plan.		
<b>4</b> a) b)	Details of the transaction(s): se instrument; (ii) each type of tra where transactions have been Description of the financial instrument, type of instrument Identification code Nature of the transaction	ection to be insaction; (ii conducted Ordinary s ISIN GB00 Monthly p Shares'') u Price(s) £5.328	repeated ii) each da shares in C 0B3MBS74 urchase of	ate; and (i Dcado Gro 47 f securities Share Ince Volume( 29 4	iv) each place oup plc s ("Partnership entive Plan.		

	- Price	£4.682	33	£154.51
e)	Date of the transaction	15 Februa	ry 2024	
f)	Place of the transaction	London St	ock Exchange (XLC	DN)

1	Details of the person discharging managerial responsibilities/person closely associated						
a)	Name	Stephen Daintith					
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 Gr	oup plc				
b)	LEI	213800LC	08F61YB8	MBC74			
4	instrument; (ii) each type of tra	etails of the transaction(s): section to be repeated for (i) each type of astrument; (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	Ordinary shares in Ocado Group plc					
	Identification code	ISIN GB00B3MBS747					
b)	Nature of the transaction	Monthly purchase of securities ("Partnership Shares") under the Share Incentive Plan.					
c)	Price(s) and volume(s)	Price(s)		Volume(	(S)		
		£5.328 28					
		£0.00 4					
d)	Aggregated information	Price	ce Aggregated Aggre volume total		Aggregate total		
	<ul> <li>Aggregated volume</li> </ul>	£4.662			£149.18		
	- Price						
e)	Date of the transaction	15 February 2024					
f)	Place of the transaction	London Stock Exchange (XLON)					

1	Details of the person discharging managerial responsibilities/person closely associated						
a)	Name	James Matthews					
2	Reason for the notification						
a)	Position/status	CEO, Oca	CEO, Ocado Technology				
b)	Initial notification/ Amendment	Initial noti	fication				
3	Details of the issuer, emission a platform, auctioneer or auction		narket pa	rticipant,	auction		
a)	Name	Ocado Gr	oup plc				
b)	LEI	213800LC	08F61YB8	MBC74			
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	Ordinary shares in Ocado Group plc					
	Identification code	ISIN GB00B3MBS747					
b)	Nature of the transaction				s ("Partnership entive Plan.		
C)	Price(s) and volume(s)	Price(s)		Volume(	(S)		
		£5.328 29					
		£0.00 4					
d)	Aggregated information	Price	Price Aggrega volume		Aggregate total		
	<ul> <li>Aggregated volume</li> </ul>	£4.682	33		£154.51		
	- Price						
e)	Date of the transaction	15 February 2024					
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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Ocado Group plc LEI: 213800LO8F61YB8MBC74

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