## **Director/PDMR Shareholding**

RNS Number : 4239L Ocado Group PLC 18 July 2017

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DIRECTOR/PDMR NOTIFICATION OCADO GROUP PLC

18 July 2017

## Ocado Group plc Director/PDMR Notification

Ocado Group plc (the "Company") makes the following announcement regarding its Directors' participation in The Ocado Share Incentive Plan.

1	Details of the person discharging managerial responsibilities/ person closely associated		
a)	Name	Tim Steiner	
2	Reason for the notifica	tion	
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 of 2 pence each in Ocado Group plc	
	Identification code	ISIN GB00B3MBS747	

b)	Nature of the transaction	Tim Steiner participated in the Ocado Share Incentive Plan ("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 of 2 pence each at market value ("Partnership Shares"), using deductions from salary each month, and receive allocations of matching ordinary shares of 2 pence each ("Matching Shares"). Tim Steiner purchased 54 Partnership Shares at a price of £2.801 per Partnership Share, and was granted by the Company (for no consideration) 7 Matching Shares. These shares are held by the employee benefit trust for the SIP.			
C)	Price(s) and volume(s)	Price(s)		Volum	
		£2.801		54	
		£0.00		7	
d)	Aggregated information	Price	Aggre volum	gated e	Aggregate total
	<ul> <li>Aggregated volume</li> </ul>	£2.480	61		£151.25
	- Price				
e)	Date of the transaction	18 July 2017	8 July 2017		
f)	Place of the transaction	London Stock Exchange (XLON)			(LON)

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	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 of 2 pence each in Ocado Group plc			
	Identification code	ISIN GB00B	3MBS7	47	
b)	Nature of the transaction	Company's Annual General Meeting of 11 May 2011. Under it, employees a able to purchase ordinary shares in th Company of 2 pence each at mark value ("Partnership Shares"), usir deductions from salary each month, ar receive allocations of matching ordina shares of 2 pence each ("Matchir Shares").		an ("SIP"). The ax-advantaged eme that was ders at the ral Meeting on employees are y shares in the ach at market hares"), using tch month, and tching ordinary ch ("Matching ourchased 54 price of £2.801 id was granted	
		Matching Sh	hares. T	hese s	shares are held ust for the SIP.
C)	Price(s) and volume(s)	Price(s)		Volun	ıe(s)
		£2.801		54	
		£0.00		7	
d)	Aggregated information	Price	Aggre volum	gated e	Aggregate total
	- Aggregated volume	£2.480	61		£151.25
	- Price				
e)	Date of the transaction	18 July 2017			
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 notificat	on for the notification		
a)	Position/status	Chief Operations Officer		
b)	Initial notification/ Amendment	Initial notification		

3		ssuer, emission allowance market participant, m, auctioneer or auction monitor			
a)	Name	Ocado Group plc			
b)	LEI	213800LO8	F61YB	BMBC7	4
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 of 2 pence each in Ocado Group plc			
	Identification code	ISIN GB00B	3MBS7	47	
b)	Nature of the transaction	Mark Richardson participated in the Ocado Share Incentive Plan ("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 of 2 pence each at market value ("Partnership Shares"), using deductions from salary each month, and receive allocations of matching ordinary shares of 2 pence each ("Matching Shares"). Mark Richardson purchased 54 Partnership Shares at a price of £2.801 per Partnership Share, and was granted by the Company (for no consideration) 8 Matching Shares. These shares are held by the employee benefit trust for the SIP.			
C)	Price(s) and volume(s)	Price(s)		Volume(s)	
		£2.801		54	
		£0.00		8	
d)	Aggregated information	Price	Aggre volum	egated Ie	Aggregate total
	- Aggregated volume	£2.440	62		£151.25
	- Price				
e)	Date of the transaction	18 July 2017			
f)	Place of the transaction	London Stock Exchange (XLON)			

1	Details of the person discharging managerial responsibilities/ person closely associated
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a)	Name	Neill Abrams	6		
2	Reason for the notificat	e notification			
a)	Position/status	Group Gene Secretary	eral Cou	ınsel ar	nd Company
b)	Initial notification/ Amendment	Initial notifica	ation		
3	Details of the issuer, en auction platform, auctio				participant,
a)	Name	Ocado Grou	p plc		
b)	LEI	213800LO8	F61YB8	BMBC7	4
4	Details of the transaction type of instrument; (ii) and (iv) each place whe	each type of	transad	ction; (i	iii) each date;
a)	Description of the financial instrument, type of instrument	Ordinary sha Ocado Grou		2 pence	e each in
	Identification code	ISIN GB00B	3MBS7	47	
b)	Nature of the transaction	approved by shareholders at the Company's Annual General Meeting of 11 May 2011. Under it, employees are able to purchase ordinary shares in the Company of 2 pence each at marke			P"). The SIP is dvantaged all- ne that was ders at the ral Meeting on employees are r shares in the ach at market hares"), using ch month, and tching ordinary
		Neill Abrams purchased 54 Partnership Shares at a price of £2.801 per Partnership Share, and was granted by the Company (for no consideration) 8 Matching Shares. These shares are held by the employee benefit trust for the SIP.			
C)	Price(s) and volume(s)	Price(s)		Volum	ıe(s)
		£2.801		54	
		£0.00		8	
d)	Aggregated information	Price	Aggre volum	egated e	Aggregate total
	- Aggregated volume	£2.440	62		£151.25
	- Price				
e)	Date of the transaction	18 July 2017	l 7		

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:

Neill Abrams Company Secretary Ocado Group plc Buildings One & Two Trident Place Mosquito Way Hatfield Hertfordshire AL10 9UL Fax: +44 (0)1707 227997 email: company.secretary@ocado.com

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