

Director/PDMR Shareholding

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RNS Number : 5711R
Ocado Group PLC
12 September 2014

DIRECTOR/PDMR SHAREHOLDING
OCADO GROUP PLC

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Ocado Group plc Director/PDMR Notification

Ocado Group plc ("the Company") announces that it received notification on 11 September 2014, pursuant to the FCA's Disclosure Rules and Transparency Rules 3.1.2R, in connection with its directors' participation in the Ocado Share Incentive Plan ("SIP").

The SIP is a HMRC tax-advantaged all-employee share scheme. Under the SIP, employees and directors may be awarded ordinary shares in the Company up to the value of £3,600 in any one tax year ("Free Shares"). The SIP was approved by shareholders at the Company's Annual General Meeting on 11 May 2011.

The Ocado directors listed below (the "Directors") were granted the number of Free Shares set out in the table below, by reference to the closing mid-market price of 309.9 pence per ordinary share on 9 September 2014.

Name	Position	Number of Free Shares granted
Tim Steiner	Chief Executive Officer	1,161
Duncan Tatton-Brown	Chief Financial Officer	1,097
Mark Richardson	Operations Director	1,097

Neill Abrams	Legal & Business Affairs Director	919
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As a result of the above transaction, the interests of the Directors and their connected persons in the Company's ordinary shares (excluding any interests, options and awards under the Company's Long Term Incentive Plan, Sharesave, 2001 Executive Share Option Scheme, 2014 Executive Share Option Scheme, Joint Share Ownership Scheme and Growth Incentive Plan) are:

Name	Number of Ordinary Shares held	Percentage of issued share capital
Tim Steiner	28,696,506	4.63%
Duncan Tatton-Brown	158,962	0.03%
Mark Richardson	1,147	0.00018%
Neill Abrams	1,874,668	0.30%

For the purposes of DTR 3.1.3, the above transactions took place in the United Kingdom, with an issue date of 10 September 2014 and the Directors being notified on 11 September 2014.

Further information concerning each Director's other interests in shares and share schemes are set out in the Company's annual report and accounts for the 52 weeks ended 1 December 2013, except as otherwise amended by a subsequent announcement.

Enquiries:

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