Director/PDMR Shareholding

RNS Number : 8167I Ocado Group PLC 23 March 2018

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DIRECTOR/PDMR SHAREHOLDING OCADO GROUP PLC

23 March 2018

Ocado Group plc Director/PDMR Notification

Ocado Group plc ("the Company") announces that it received a notification on 22 March 2018 in connection with its Directors' participation in the Ocado Long-Term Incentive Plan ("LTIP").

Notification is given relating to LTIP awards originally granted on 13 March 2015 and which vested on 22 March 2018 at 25% of the original award in accordance with the rules of the LTIP and the relevant performance criteria. Some of the shares were sold on 22 March 2018 to finance the associated tax and national insurance liabilities. No payment by the Executive Directors was required for the grant of the awards or issue of the shares on vesting. Details are as set out below.

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/ Initial notification Amendment			
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a)	Name	Ocado Group plc		
b)	LEI	213800LO8F61YB8MBC74		

4	type of instrument; (ii)	on(s): section to be repeated for (i) each each type of transaction; (iii) each date; ere 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 GB00E	B3MBS	747		
b)	Nature of the transaction	Tim Steiner participated in the Ocado Long-Term Incentive Plan. An award was made to Tim Steiner on 13 March 2015. On 22 March 2018, 72,751 shares of the original award vested. Of those shares, 34,262 were sold to finance the associated tax and national insurance liabilities.				
C)	Price(s) and volume(s)	Price(s)		Volum	ne(s)	
		£5.265		34,26	2	
d)	Aggregated information	Price	Aggre volum	egated ne	Aggregate total	
	 Aggregated volume Price 	£5.265 34,262 £180,389.43		£180,389.43		
e)	Date of the transaction	22 March 2018				
f)	Place of the transaction	London Sto	ck Excł	nange (2	XLON)	

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/ Initial notification Amendment					
3		nission allowance market participant, neer or auction monitor				
a)	Name	Ocado Group plc				
b)	LEI	213800LO8F61YB8MBC74				

4	type of instrument; (ii) e	on(s): section to be repeated for (i) each each type of transaction; (iii) each date; ere 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	Tim Steiner participated in the Ocado Long-Term Incentive Plan.				
		An award was made to Tim Steiner on 13 March 2015. On 22 March 2018, 72,751 shares of the original award vested. Of those shares, 38,489 were transferred into Tim Steiner's name.				
C)	Price(s) and volume(s)	Price(s)		Volum	ne(s)	
		£0.00		38,48	9	
d)	Aggregated information	Price	Aggre volum	gated e	Aggregate total	
	 Aggregated volume Price 	£0.00 38,489 £0.00		£0.00		
e)	Date of the transaction	22 March 2018				
f)	Place of the transaction	London Stor	ck Exch	ange ()	XLON)	

1	Details of the person discharging managerial responsibilities/ person closely associated					
a)	Name Duncan Tatton-Brown					
2	Reason for the notifica	tion				
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	type of instrument; (ii)	on(s): section to be repeated for (i) each each type of transaction; (iii) each date; ere 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	Duncan Tatton-Brown participated in the Ocado Long-Term Incentive Plan. An award was made to Duncan Tatton- Brown on 13 March 2015. On 22 March 2018, 33,730 shares of the original			e Plan. Duncan Tatton- On 22 March	
		award vested. Of those shares, 15,885 were sold to finance the associated tax and national insurance liabilities.				
C)	Price(s) and volume(s)	Price(s)		Volum	ie(s)	
		£5.265		15,88	5	
d)	Aggregated information	Price	Aggre volum	gated e	Aggregate total	
	- Aggregated volume	£5.265	15,88	5	£83,634.53	
	- Price					
e)	Date of the transaction	22 March 2018				
f)	Place of the transaction	London Stoc	ck Exch	ange (>	(LON)	

1	Details of the person discharging managerial responsibilities/ person closely associated				
a)	Name	Duncan Tatton-Brown			
2	Reason for the notificat	ion			
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 GB00B3MBS747			

b)	Nature of the transaction	Duncan Tatton-Brown participated in the Ocado Long-Term Incentive Plan.			
		An award was made to Duncan Tatton- Brown on 13 March 2015. On 22 March 2018, 33,730 shares of the original award vested. Of those shares, 17,845 were transferred into Duncan Tatton- Brown's name.			
C)	Price(s) and volume(s)	Price(s) Volum		ne(s)	
		£0.00 17,845		5	
d)	Aggregated information	Price	Aggre volum	gated e	Aggregate total
	 Aggregated volume Price 	£0.00	17,845		£0.00
e)	Date of the transaction	22 March 2018			
f)	Place of the transaction	London Stor	ck Exch	ange ()	KLON)

1	person closely associ	discharging managerial responsibilities/ ated
a)	Name	Mark Richardson
2	Reason for the notific	ation
a)	Position/status	Chief Operations Officer
b)	Initial notification/ Amendment	Initial notification
3		emission allowance market participant, tioneer or auction monitor
a)	Name	Ocado Group plc
b)	LEI	213800LO8F61YB8MBC74
4	type of instrument; (ii	tion(s): section to be repeated for (i) each) each type of transaction; (iii) each date; here 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
	Nature of the	Mark Richardson participated in the

			An award was made to Mark Richardson on 13 March 2015. On 22 March 2018, 33,730 shares of the original award vested. Of those shares, 15,885 were sold to finance the associated tax and national insurance liabilities.				
c)		Price(s) and volume(s)	Price(s) Volum		me(s)		
			£5.265		15,88	85	
d))	Aggregated information	Price	Aggregated volume		Aggregate total	
		 Aggregated volume Price 	£5.265	15,885		£83,634.53	
e))	Date of the transaction	22 March 2018				
f)		Place of the transaction	London Stoc	k Exch	ange (>	(LON)	

1	Details of the person discharging managerial responsibilities/ person closely associated			
a)	Name	Mark Richardson		
2	Reason for the notificat	ion		
a)	Position/status	Chief Operations Officer		
b)	Initial notification/ Amendment	Initial notification		
3		hission allowance market participant, neer or auction monitor		
a)	Name	Ocado Group plc		
b)	LEI	213800LO8F61YB8MBC74		
4	type of instrument; (ii) e	n(s): section to be repeated for (i) each each type of transaction; (iii) each date; re 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	Mark Richardson participated in the Ocado Long-Term Incentive Plan.		
		An award was made to Mark Richardson on 13 March 2015. On 22 March 2018, 33,730 shares of the original award vested. Of those shares,		

		17,845 were transferred into Mark Richardson's name.			
c)	Price(s) and volume(s)	Price(s)		Volum	ne(s)
		£0.00		17,84	5
d)	Aggregated information	Price	Aggregated volume 17,845		Aggregate total
	- Aggregated volume	£0.00			£0.00
	- Price				
e)	Date of the transaction	22 March 2018			
f)	Place of the transaction	London Stor	ck Exch	ange ()	XLON)

1	Details of the person discharging managerial responsibil person closely associated				
a)	Name	Neill Abrams			
2	Reason for the notific	ation			
a)	Position/status	Group General Cou Secretary	oup General Counsel and Company cretary		
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			
	LEI	213800LO8F61YB8MBC74			
<i>,</i>	Details of the transact type of instrument; (ii	ion(s): section to be each type of transac	ction; (iii) each date;		
b) 4 a)	Details of the transact type of instrument; (ii and (iv) each place whe Description of the financial instrument,	ion(s): section to be each type of transac	ction; (iii) each date; re been conducted		
4	Details of the transact type of instrument; (ii and (iv) each place whe Description of the	ion(s): section to be each type of transactions hav Ordinary shares of 2	ction; (iii) each date; re been conducted 2 pence each in		
4	Details of the transact type of instrument; (ii and (iv) each place whe Description of the financial instrument, type of instrument	ion(s): section to be each type of transactions hav Ordinary shares of a Ocado Group plc ISIN GB00B3MBS7	2 pence each in 2 re been conducted 2 pence each in 2 re been conducted 2 pence each in 2 re been conducted		
4 a) b)	Details of the transact type of instrument; (ii and (iv) each place whe Description of the financial instrument, type of instrument Identification code Nature of the transaction	ion(s): section to be each type of transactions hav Ordinary shares of a Ocado Group plc ISIN GB00B3MBS7 Neill Abrams partic Long-Term Incentive An award was mad 13 March 2015. (22,619 shares of vested. Of those sold to finance the national insurance l	ction; (iii) each date; re been conducted 2 pence each in 247 cipated in the Ocado e Plan. de to Neill Abrams on On 22 March 2018, the original award shares, 10,653 were e associated tax and liabilities.		
4 a)	Details of the transact type of instrument; (ii and (iv) each place when Description of the financial instrument, type of instrument Identification code Nature of the	ion(s): section to be each type of transactions hav Ordinary shares of a Ocado Group plc ISIN GB00B3MBS7 Neill Abrams partic Long-Term Incentive An award was mad 13 March 2015. (22,619 shares of vested. Of those sold to finance the	ction; (iii) each date; re been conducted 2 pence each in 247 cipated in the Ocado e Plan. de to Neill Abrams on On 22 March 2018, the original award shares, 10,653 were e associated tax and		

d)	Aggregated information	Price	Aggregated volume	Aggregate total	
	- Aggregated volume	£5.265	10,653	£56,088.05	
	- Price				
e)	Date of the transaction	22 March 2018 London Stock Exchange (XLON)			
f)	Place of the transaction				

1	Details of the person discharging managerial responsibilities/ person closely associated					
a)	Name	Neill Abrams				
2	Reason for the notificat	ion				
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	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	Neill Abrams participated in the Ocado Long-Term Incentive Plan.				
		An award was made to Neill Abrams on 13 March 2015. On 22 March 2018, 22,619 shares of the original award vested. Of those shares, 11,966 were transferred into Neill Abrams' name.				
C)	Price(s) and volume(s)	Price(s) Vo		Volum	me(s)	
		£0.00		11,96	11,966	
d)	Aggregated information - Aggregated volume - Price	Price	Aggre volum	egated ie	Aggregate total	

		£0.00	11,966	£0.00	
e)	Date of the transaction	22 March 2018			
f)	Place of the transaction	London Stock Exchange (XLON)			

The LTIP was approved by shareholders at the Company's Annual General Meeting on 10 May 2013.

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 53 weeks ended 3 December 2017, except as otherwise amended by a subsequent announcement.

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

Ocado Group plc LEI: 213800LO8F61YB8MBC74

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