

# Director/PDMR Shareholding

RNS Number : 2144N  
Ocado Group PLC  
21 October 2016

DIRECTOR/PDMR NOTIFICATION  
OCADO GROUP PLC

21 October 2016

## 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.

<b>1</b>	<b>Details of the person discharging managerial responsibilities/ person closely associated</b>	
a)	Name	Tim Steiner
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Chief Executive Officer
b)	Initial notification/ Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Ocado Group plc
b)	LEI	213800LO8F61YB8MBC74
<b>4</b>	<b>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</b>	
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	<p>Timothy 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").</p> <p>Tim Steiner purchased 56 Partnership Shares at a price of £2.675 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.</p>		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£2.675	56	
		£0.00	8	
d)	Aggregated information	Price	Aggregated volume	Aggregate total
	- Aggregated volume	£2.34	64	£149.80
	- Price			
e)	Date of the transaction	19 October 2016		
f)	Place of the transaction	London Stock Exchange (XLON)		

<b>1</b>	<b>Details of the person discharging managerial responsibilities/ person closely associated</b>	
a)	Name	Duncan Tatton-Brown
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Chief Financial Officer
b)	Initial notification/ Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Ocado Group plc
b)	LEI	213800LO8F61YB8MBC74

<b>4</b>	<b>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</b>			
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 2 pence each in Ocado Group plc  ISIN GB00B3MBS747		
b)	Nature of the transaction	<p>Duncan Tatton-Brown 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").</p> <p>Duncan Tatton-Brown purchased 56 Partnership Shares at a price of £2.675 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.</p>		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£2.675	56	
		£0.00	8	
d)	Aggregated information	Price	Aggregated volume	Aggregate total
	- Aggregated volume	£2.34	64	£149.80
	- Price			
e)	Date of the transaction	19 October 2016		
f)	Place of the transaction	London Stock Exchange (XLON)		

<b>1</b>	<b>Details of the person discharging managerial responsibilities/ person closely associated</b>	
a)	Name	Mark Richardson
<b>2</b>	<b>Reason for the notification</b>	
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		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		<p>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").</p> <p>Mark Richardson purchased 56 Partnership Shares at a price of £2.675 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.</p>	
c)	Price(s) and volume(s)	Price(s)		Volume(s)
		£2.675		56
		£0.00		8
d)	Aggregated information	Price	Aggregated volume	Aggregate total
	- Aggregated volume	£2.34	64	£149.80
	- Price			
e)	Date of the transaction	19 October 2016		
f)	Place of the transaction	London Stock Exchange (XLON)		

<b>1</b>	<b>Details of the person discharging managerial responsibilities/ person closely associated</b>
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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	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	<p>Neill Abrams 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").</p> <p>Neill Abrams purchased 56 Partnership Shares at a price of £2.675 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.</p>		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£2.675	56	
		£0.00	8	
d)	Aggregated information	Price	Aggregated volume	Aggregate total
	- Aggregated volume	£2.34	64	£149.80
	- Price			
e)	Date of the transaction	19 October 2016		

f)	Place of the transaction	London Stock Exchange (XLON)
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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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