

Director/PDMR Shareholding

RNS Number : 3756K
Ocado Group PLC
20 September 2016

DIRECTOR/PDMR NOTIFICATION
OCADO GROUP PLC

20 September 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.

1	Details of the person discharging managerial responsibilities/ person closely associated	
a)	Name	Timothy 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	N/A
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>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 and directors may be awarded ordinary shares in the Company up to the value of £3,600 in any one tax year ("Free Shares").</p> <p>Tim Steiner was granted 1,323 Free Shares at the same time and on the basis of the same criteria as applied to all employees.</p>		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£2.721	1,323	
d)	Aggregated information	Price	Aggregated volume	Aggregate total
	<ul style="list-style-type: none"> - Aggregated volume - Price 	£2.721	1,323	£3,599.89
e)	Date of the transaction	15 September 2016		
f)	Place of the transaction	London Stock Exchange (XLON)		

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	N/A
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>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 and directors may be awarded ordinary shares in the Company up to the value of £3,600 in any one tax year ("Free Shares").</p> <p>Duncan Tatton-Brown was granted 1,312 Free Shares at the same time and on the basis of the same criteria as applied to all employees.</p>		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£2.721	1,312	
d)	Aggregated information	Price	Aggregated volume	Aggregate total
	<ul style="list-style-type: none"> - Aggregated volume - Price 	£2.721	1,312	£3,569.96
e)	Date of the transaction	15 September 2016		
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 notification	
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	N/A
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 and directors may be awarded ordinary shares in the Company up to the value of £3,600 in any one tax year ("Free Shares").</p> <p>Mark Richardson was granted 1,312 Free Shares at the same time and on the basis of the same criteria as applied to all employees.</p>		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£2.721	1,312	
d)	Aggregated information	Price	Aggregated volume	Aggregate total
		- Aggregated volume	£2.721	1,312
	- Price			
e)	Date of the transaction	15 September 2016		
f)	Place of the transaction	London Stock Exchange (XLON)		

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 Group plc
b)	LEI	N/A
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 and directors may be awarded ordinary shares in the Company up to the value of £3,600 in any one tax year ("Free Shares").</p> <p>Neill Abrams was granted 1,102 Free Shares at the same time and on the basis of the same criteria as applied to all employees.</p>		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£2.721	1,102	
d)	Aggregated information	Price	Aggregated volume	Aggregate total
	<ul style="list-style-type: none"> - Aggregated volume - Price 	£2.721	1,102	£2,998.55
e)	Date of the transaction	15 September 2016		
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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