

# Director/PDMR Shareholding

RNS Number : 3614C  
Ocado Group PLC  
13 April 2017

DIRECTOR/PDMR NOTIFICATION  
OCADO GROUP PLC

13 April 2017

## Ocado Group plc Director/PDMR Notification

Ocado Group plc (the "Company") makes the following announcement regarding the transactions in Ocado ordinary shares of 2 pence each ("Shares") carried out by one of its Directors and his connected persons.

<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
<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	Mark Richardson transferred 9,000 shares to his spouse, Rebecca Hall, for nil value.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£0.00	9,000	
d)	Aggregated information	Price	Aggregated volume	Aggregate total
	- Aggregated volume	£0.00	9,000	£0.00
	- Price			
e)	Date of the transaction	6 April 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 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	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	Mark Richardson, an Executive Director of Ocado, sold 8,362 Shares at a price of 239.2 pence per Share for the purpose of then buying Shares to invest in an ISA.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£2.392	8,362	
d)	Aggregated information	Price	Aggregated volume	Aggregate total

	- Aggregated volume	£2.392	8,362	£20,001.90
	- Price			
e)	Date of the transaction	11 April 2017		
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		
<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	Mark Richardson, an Executive Director of Ocado, purchased 8,315 Shares at a price of 239.1594 pence per Share for the purpose of investing the Shares in an ISA. Mark Richardson has beneficial ownership of these 8,315 Shares.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£2.391594	8,315	
d)	Aggregated information	Price	Aggregated volume	Aggregate total
	- Aggregated volume	£2.391594	8,315	£19,886.10
	- Price			

e)	Date of the transaction	11 April 2017
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	Rebecca Hall		
<b>2</b>	<b>Reason for the notification</b>			
a)	Position/status	Spouse of PDMR		
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	Rebecca Hall, the spouse of an Executive Director of Ocado, sold a total of 8,333 Shares at a price of 240.03 pence per Share for the purpose of then buying Shares to invest in an ISA.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£2.4003	8,333	
d)	Aggregated information	Price	Aggregated volume	Aggregate total
	- Aggregated volume	£2.4003	8,333	£20,001.70
	- Price			
e)	Date of the transaction	11 April 2017		
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	Rebecca Hall		
<b>2</b>	<b>Reason for the notification</b>			
a)	Position/status	Spouse of PDMR		
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	Rebecca Hall, the spouse of an Executive Director of Ocado, purchased 8,280 Shares at a price of 240.1731 pence per Share for the purpose of investing the Shares in an ISA. Rebecca Hall has beneficial ownership of these 8,280 Shares.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£2.401731	8,280	
d)	Aggregated information	Price	Aggregated volume	Aggregate total
	- Aggregated volume  - Price	£2.401731	8,280	£19,886.33
e)	Date of the transaction	11 April 2017		
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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