## **Director/PDMR Shareholding**

,

RNS Number : 7583W Ocado Group PLC 16 November 2017

## DIRECTOR/PDMR NOTIFICATION OCADO GROUP PLC

16 November 2017

## 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	Tim Steiner	
2	Reason for the notificat	tion	
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	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	

(c)	Price(s) and volume(s)	deductions from salary each month, ar receive allocations of matching ordina shares of 2 pence each ("Matchir Shares").  Tim Steiner purchased 59 Partnersh		employees are shares in the ach at market tares"), using the month, and tching ordinary ch ("Matching").  59 Partnership £2.511 per vas granted by onsideration) 8 chares are held ust for the SIP.	
d)	Aggregated information  - Aggregated volume  - Price	Price £2.211	Aggre volum 67	gated e	Aggregate total £148.15
e)	Date of the transaction  Place of the transaction	15 November 2017  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	213800LO8F61YB8MBC74		

4	type of instrument; (ii)	etails of the transaction(s): section to be repeated for (i) each be of instrument; (ii) each type of transaction; (iii) each date; d (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 GB00B	3MBS7	47		
b)	Nature of the transaction	Company's Annual General Meeting of 11 May 2011. Under it, employees an able to purchase ordinary shares in the Company of 2 pence each at market		an ("SIP"). The ax-advantaged eme that was ders at the ral Meeting on employees are shares in the ach at market lares"), using ch month, and tching ordinary		
		Duncan Tatton-Brown purchased 60 Partnership Shares at a price of £2.511 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.				
c)	Price(s) and volume(s)	Price(s)		Volun	Volume(s)	
		£2.511		60		
		£0.00		8		
d)	Aggregated information	Price	Aggre volum		Aggregate total	
	<ul><li>Aggregated volume</li><li>Price</li></ul>	£2.216	68		£150.66	
e)	Date of the transaction	15 Novembe	<u>I</u> er 2017			
٠,		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	213800LO8	F61YB8	BMBC7	4
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				iii) each date;
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	Ocado Share Incentive Plan ("SIP"). The SIP is a HMRC approved tax-advantage all-employee share scheme that was approved by shareholders at the Company's Annual General Meeting of 11 May 2011. Under it, employees at able to purchase ordinary shares in the Company of 2 pence each at mark value ("Partnership Shares"), using deductions from salary each month, and receive allocations of matching ordinal shares of 2 pence each ("Matchin Shares").		an ("SIP"). The ax-advantaged eme that was ders at the ral Meeting on employees are shares in the ach at market ares"), using ch month, and tching ordinary ch ("Matching archased 59 price of £2.511 d was granted onsideration) 9 chares are held ust for the SIP.	
c)	Price(s) and volume(s)	Price(s)		Volume(s)	
		£2.511		59	
		£0.00		9	
d)	Aggregated information	Price	Aggre volum	gated e	Aggregate total
	- Aggregated volume	£2.179	68		£148.15
	- Price				
e)	Date of the transaction	15 November 2017			
f)	Place of the transaction	London Stoo	ck Exch	ange (>	KLON)

Details of the person discharging managerial responsibilities/ person closely associated

a)	Name	Neill Abrams	6			
2	Reason for the notificat	cation				
a)	Position/status	Group Gene Secretary	ral Cou	ınsel ar	nd Company	
b)	Initial notification/ Amendment	Initial notifica	ation			
3	Details of the issuer, en auction platform, auctio				participant,	
a)	Name	Ocado Grou	p plc			
b)	LEI	213800LO8	F61YB	BMBC7	4	
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 sha Ocado Grou		2 pence	e each in	
	Identification code	ISIN GB00B	3MBS7	47		
b)	Nature of the transaction	Neill Abrams participated in the Ocado Share Incentive Plan ("SIP"). The SIP is a HMRC approved tax-advantaged allemployee 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").  Neill Abrams purchased 59 Partnership Shares at a price of £2.511 per Partnership Share, and was granted by the Company (for no consideration) 9 Matching Shares. These shares are held by the employee benefit trust for the SIP.				
c)	Price(s) and volume(s)	Price(s) Volume(s)		ne(s)		
		£2.511		59		
		£0.00		9		
d)	Aggregated information	Price	Aggre volum	egated ne	Aggregate total	
	- Aggregated volume	£2.179	68		£148.15	
	- Price					
e)	Date of the transaction	15 Novembe	r 2017		<u> </u>	

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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Ocado Group plc LEI: 213800LO8F61YB8MBC74

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