

# Director/PDMR Shareholding

RNS Number : 5554B  
Ocado Group PLC  
20 March 2025

DIRECTOR/PDMR NOTIFICATION  
OCADO GROUP PLC

20 March 2025

**Ocado Group plc**  
**Director/PDMR Notification**

Ocado Group plc (the "Company") makes the following announcement regarding its PDMRs' participation in The Ocado Share Incentive Plan (the "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 at market value ("Partnership Shares"), using deductions from salary each month, and receive allocations of matching ordinary shares ("Matching Shares").

<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 in Ocado Group plc

	Identification code	ISIN GB00B3MBS747		
b)	Nature of the transaction	Monthly purchase of securities ("Partnership Shares") under the Share Incentive Plan.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£2.379	63	
		£0.00	9	
d)	Aggregated information	Price	Aggregated volume	Aggregate total
	- Aggregated volume	£2.082	72	£149.88
	- Price			
e)	Date of the transaction	17 March 2025		
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	CEO, Ocado Intelligent Automation	
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 in Ocado Group plc	
	Identification code	ISIN GB00B3MBS747	
b)	Nature of the transaction	Monthly purchase of securities ("Partnership Shares") under the Share Incentive Plan.	
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		£2.379		63
		£0.00		9
d)	Aggregated information	Price	Aggregated volume	Aggregate total
	- Aggregated volume	£2.082	72	£149.88
	- Price			
e)	Date of the transaction	17 March 2025		
f)	Place of the transaction	London Stock Exchange (XLON)		

1	Details of the person discharging managerial responsibilities/person closely associated				
a)	Name		Stephen Daintith		
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	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 in Ocado Group plc		
	Identification code		ISIN GB00B3MBS747		
b)	Nature of the transaction		Monthly purchase of securities ("Partnership Shares") under the Share Incentive Plan.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)		
		£2.379	63		
		£0.00	9		
d)	Aggregated information		Price	Aggregated volume	Aggregate total
	- Aggregated volume				

	- Price	£2.082	72	£149.88
e)	Date of the transaction	17 March 2025		
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	James Matthews		
<b>2</b>	<b>Reason for the notification</b>			
a)	Position/status	CEO, Ocado Technology		
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 in Ocado Group plc		
	Identification code	ISIN GB00B3MBS747		
b)	Nature of the transaction	Monthly purchase of securities ("Partnership Shares") under the Share Incentive Plan.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£2.379	63	
		£0.00	9	
d)	Aggregated information	Price	Aggregated volume	Aggregate total
	- Aggregated volume	£2.082	72	£149.88
	- Price			
e)	Date of the transaction	17 March 2025		
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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