

# Director/PDMR Shareholding

RNS Number : 2521B  
Ocado Group PLC  
19 September 2018

DIRECTOR/PDMR NOTIFICATION  
OCADO GROUP PLC

19 September 2018

## 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.

|          |  |  |
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| <b>1</b> | <b>Details of the person discharging managerial responsibilities/<br/>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/<br>Amendment   | Initial notification   |
| <b>3</b> | <b>Details of the issuer, emission allowance market participant,<br/>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<br/>type of instrument; (ii) each type of transaction; (iii) each date;<br/>and (iv) each place where transactions have been conducted</b> |  |
| a)       | Description of the<br>financial instrument,<br>type of instrument<br><br>Identification code   | Ordinary shares of 2 pence each in Ocado<br>Group plc<br><br>ISIN GB00B3MBS747   |
| b)       | Nature of the<br>transaction   | Tim Steiner participated in the Ocado Share<br>Incentive Plan ("SIP"). The SIP is a HMRC<br>approved tax-advantaged all-employee |

|    |  |  |                   |                 |
|----|--|--|-------------------|-----------------|
|    |  | <p>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 16 Partnership Shares at a price of £9.148 per Partnership Share, and was granted by the Company (for no consideration) 2 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)         |                 |
|    |  | £9.148   | 16                |                 |
|    |  | £0.00  | 2                 |                 |
| d) | Aggregated information<br><br>- Aggregated volume<br><br>- Price | Price  | Aggregated volume | Aggregate total |
|    |  | £8.132   | 18                | £146.37         |
| e) | Date of the transaction  | 17 September 2018  |                   |                 |
| 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<br><br>Identification code | Ordinary shares of 2 pence each in Ocado Group plc<br><br>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 16 Partnership Shares at a price of £9.148 per Partnership Share, and was granted by the Company (for no consideration) 2 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)         |                 |
|    |  | £9.148  | 16                |                 |
|    |  | £0.00   | 2                 |                 |
| d) | Aggregated information   | Price   | Aggregated volume | Aggregate total |
|    | - Aggregated volume<br><br>- Price   | £8.132  | 18                | £146.37         |
| e) | Date of the transaction  | 17 September 2018   |                   |                 |
| f) | Place of the transaction   | London Stock Exchange (XLON)  |                   |                 |

|          |  |                          |
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| <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  | <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 16 Partnership Shares at a price of £9.148 per Partnership Share, and was granted by the Company (for no consideration) 3 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)         |                 |
|          |  | £9.148  | 16                |                 |
|          |  | £0.00   | 3                 |                 |
| d)       | Aggregated information   | Price   | Aggregated volume | Aggregate total |
|          | - Aggregated volume  | £7.704  | 19                | £146.37         |
|          | - Price  |   |                   |                 |
| e)       | Date of the transaction  | 17 September 2018   |                   |                 |
| f)       | Place of the transaction   | London Stock Exchange (XLON)  |                   |                 |

|          |   |              |
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| <b>1</b> | <b>Details of the person discharging managerial responsibilities/ person closely associated</b> |              |
| a)       | Name  | Neill Abrams |

|          |  |   |                   |                 |
|----------|--|---|-------------------|-----------------|
| <b>2</b> | <b>Reason for the notification</b>   |   |                   |                 |
| a)       | Position/status  | Group General Counsel and Company Secretary   |                   |                 |
| b)       | Initial notification/<br>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>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 16 Partnership Shares at a price of £9.148 per Partnership Share, and was granted by the Company (for no consideration) 3 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)         |                 |
|          |  | £9.148  | 16                |                 |
|          |  | £0.00   | 3                 |                 |
| d)       | Aggregated information   | Price   | Aggregated volume | Aggregate total |
|          | - Aggregated volume  | £7.704  | 19                | £146.37         |
|          | - Price  |   |                   |                 |
| e)       | Date of the transaction  | 17 September 2018   |                   |                 |

|    |                          |                              |
|----|--------------------------|------------------------------|
| 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   | Luke Jensen   |           |
| <b>2</b> | <b>Reason for the notification</b>   |   |           |
| a)       | Position/status  | CEO, Ocado Solutions  |           |
| 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>Luke Jensen 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>Luke Jensen purchased 16 Partnership Shares at a price of £9.148 per Partnership Share, and was granted by the Company (for no consideration) 2 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) |
|          |  | £9.148  | 16        |
|          |  | £0.00   | 2         |

|    |                          |                              |                   |                 |
|----|--------------------------|------------------------------|-------------------|-----------------|
| d) | Aggregated information   | Price                        | Aggregated volume | Aggregate total |
|    | - Aggregated volume      | £8.132                       | 18                | £146.37         |
|    | - Price                  |                              |                   |                 |
| e) | Date of the transaction  | 17 September 2018            |                   |                 |
| 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.

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