Director/PDMR Shareholding

,

RNS Number : 5923H Ocado Group PLC 18 August 2016

DIRECTOR/PDMR NOTIFICATION OCADO GROUP PLC

18 August 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 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	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	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 are able to purchase ordinary shares in the Company of 2 pence each at market		an ("SIP"). The ax-advantaged ame that was ders at the ral Meeting on employees are shares in the each at market ares"), using ch month, and aching ordinary	
		Tim Steiner purchased 51 Partnership Shares at a price of £2.896 per Partnership Share, and was granted by the Company (for no consideration) 7 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)
		£2.896	51		
		£0.00	7		
d)	Aggregated information	Price	Aggregated volume		Aggregate total
	- Aggregated volume	£2.896	58 147.7		147.70
	- Price				
e)	Date of the transaction	15 August 2016			
f)	Place of the transaction	London Stock Exchange (XLON)			(LON)

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	-	nission allowance market participant, oneer or auction monitor	
a)	Name	Ocado Group plc	
b)	LEI	N/A	

4	type of instrument; (ii)	on(s): section to be repeated for (i) each each type of transaction; (iii) each date; ere transactions have been conducted				
a)	Description of the financial instrument, type of instrument	Ordinary shares of 2 pence each in Ocado Group plc			e each in	
	Identification code	ISIN GB00B	3MBS7	47		
b)	Nature of the transaction	Company's Annual General Meeting 11 May 2011. Under it, employees a able to purchase ordinary shares in t Company of 2 pence each at mark		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 52 Partnership Shares at a price of £2.896 per Partnership Share, and was granted by the Company (for no consideration) 7 Matching Shares. These shares are held by the employee benefit trust for the SIP.				
c)	Price(s) and volume(s)	Price(s)		Volume(s)		
		£2.896 52		52		
		£0.00		7		
d)	Aggregated information	Price Aggre volum		egated Aggregate total		
	Aggregated volumePrice	£2.896	59		150.59	
e)	Date of the transaction	15 August 2016				
f)	Place of the transaction				KLON)	
1)	Flace 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 notificat	tion	
a)	Position/status	Chief Operations Officer	
b)	Initial notification/ Amendment	Initial notification	

type of instrument; (ii) each type of transaction; (iii) each dand (iv) each place where transactions have been conducted. a) Description of the financial instrument, type of instrument. Identification code BY Nature of the transaction Nature of the transaction Nature of the transaction Mark Richardson participated in Ocado Share Incentive Plan ("SIP"). SIP is a HMRC approved tax-advanta all-employee share scheme that approved by shareholders at Company's Annual General Meeting 11 May 2011. Under it, employees able to purchase ordinary shares in Company of 2 pence each at ma value ("Partnership Shares"), undeductions from salary each month, receive allocations of matching ordishares of 2 pence each ("Matchardson purchased Partnership Shares at a price of £2 per Partnership Share, and was graby the Company (for no consideration Matching Shares. These shares are by the employee benefit trust for the state of the						
b) LEI N/A 4 Details of the transaction(s): section to be repeated for (i) e type of instrument; (ii) each type of transaction; (iii) each dand (iv) each place where transactions have been conducted and (iv) each place where transactions have been conducted and (iv) each place where transactions have been conducted and (iv) each place where transactions have been conducted and (iv) each place where transactions have been conducted and (iv) each place where transactions have been conducted and (iv) each place where transactions have been conducted and (iv) each place where transactions have been conducted in Ocado Group plc b) Nature of the transaction Mark Richardson participated in Ocado Share Incentive Plan ("SIP"). SIP is a HMRC approved tax-advanta all-employee share scheme that approved by shareholders at Company's Annual General Meeting 11 May 2011. Under it, employees able to purchase ordinary shares in Company of 2 pence each at ma value ("Partnership Shares"), u deductions from salary each month, receive allocations of matching ordinshares of 2 pence each ("Matc Shares"). Mark Richardson purchased Partnership Shares at a price of £2 per Partnership Shares at a price of £2 per Partnership Shares, and was graby the Company (for no consideration Matching Shares. These shares are by the employee benefit trust for the state of the company (for no consideration Matching Shares. These shares are by the employee benefit trust for the state of the company (for no consideration Matching Shares. These shares are by the employee benefit trust for the state of the company (for no consideration Matching Shares.) c) Price(s) and volume(s) Price(s) Volume(s) £2.896 51 £0.00 7	လ					
4 Details of the transaction(s): section to be repeated for (i) etype of instrument; (ii) each type of transaction; (iii) each dand (iv) each place where transactions have been conducted and (iv) each place where transactions have been conducted and (iv) each place where transactions have been conducted and (iv) each place where transactions have been conducted and (iv) each place where transactions have been conducted and (iv) each place where transactions have been conducted and (iv) each place where transactions have been conducted and (iv) each place where transactions have been conducted in Ocado Group plc BIN GB00B3MBS747 Mark Richardson participated in Ocado Share Incentive Plan ("SIP"). SIP is a HMRC approved tax-advanta all-employee share scheme that approved by shareholders at Company's Annual General Meeting 11 May 2011. Under it, employees able to purchase ordinary shares in Company of 2 pence each at ma value ("Partnership Shares"), undeductions from salary each month, receive allocations of matching ordinshares of 2 pence each ("Matchares"). Mark Richardson purchased Partnership Shares at a price of £2 per Partnership Share, and was grated by the Company (for no consideration Matching Shares. These shares are by the employee benefit trust for the standard participated information. C) Price(s) and volume(s) Price(s) Volume(s)	a)	Name	Ocado Grou	Ocado Group plc		
type of instrument; (ii) each type of transaction; (iii) each dand (iv) each place where transactions have been conducted. a) Description of the financial instrument, type of instrument. Identification code BY Nature of the transaction Nature of the transaction Nature of the transaction Mark Richardson participated in Ocado Share Incentive Plan ("SIP"). SIP is a HMRC approved tax-advanta all-employee share scheme that approved by shareholders at Company's Annual General Meeting 11 May 2011. Under it, employees able to purchase ordinary shares in Company of 2 pence each at ma value ("Partnership Shares"), undeductions from salary each month, receive allocations of matching ordishares of 2 pence each ("Matchardson purchased Partnership Shares at a price of £2 per Partnership Share, and was graby the Company (for no consideration Matching Shares. These shares are by the employee benefit trust for the state of the	b)	LEI	N/A			
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b) Nature of the transaction Mark Richardson participated in Ocado Share Incentive Plan ("SIP"). SIP is a HMRC approved tax-advanta all-employee share scheme that approved by shareholders at Company's Annual General Meeting 11 May 2011. Under it, employees able to purchase ordinary shares in Company of 2 pence each at ma value ("Partnership Shares"), undeductions from salary each month, receive allocations of matching ordinshares of 2 pence each ("Matchardson purchased Partnership Shares at a price of £2 per Partnership Share, and was grated by the Company (for no consideration Matching Shares. These shares are by the employee benefit trust for the state of t	a)	financial instrument,				
transaction Ocado Share Incentive Plan ("SIP"). SIP is a HMRC approved tax-advanta all-employee share scheme that approved by shareholders at Company's Annual General Meeting 11 May 2011. Under it, employees able to purchase ordinary shares in Company of 2 pence each at ma value ("Partnership Shares"), u deductions from salary each month, receive allocations of matching ordi shares of 2 pence each ("Matc Shares"). Mark Richardson purchased Partnership Shares at a price of £2 per Partnership Shares, and was gra by the Company (for no consideration Matching Shares. These shares are by the employee benefit trust for the state of the st		Identification code	ISIN GB00B	3MBS7	47	
£2.896 51 £0.00 7 d) Aggregated information Price Aggregated volume total	b)		Ocado Share Incentive Plan ('SIP is a HMRC approved tax-a all-employee share scheme approved by shareholders Company's Annual General M 11 May 2011. Under it, emplable to purchase ordinary share Company of 2 pence each value ("Partnership Shares deductions from salary each receive allocations of matchin shares of 2 pence each Shares"). Mark Richardson purcha Partnership Shares at a price per Partnership Share, and why the Company (for no considuations).		an ("SIP"). The ax-advantaged eme that was ders at the ral Meeting on employees are reshares in the ach at market lares"), using ach month, and aching ordinary ch ("Matching ordinary	
£0.00 7 d) Aggregated information Price Aggregated volume total	c)	Price(s) and volume(s)	Price(s)		Volume(s)	
d) Aggregated information Price Aggregated Aggregated volume total			£2.896		51	
volume total			£0.00		7	
- Angrenated	d)		Price			Aggregate total
- Aggregated £2.896 58 147.70		- Aggregated volume	£2.896	58		147.70
- Price						
e) Date of the transaction 15 August 2016	e)		15 August 2016			
f) Place of the transaction London Stock Exchange (XLON)	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	ion			
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	N/A			
4	Details of the transaction type of instrument; (ii) and (iv) each place whe	each type of	transad	ction; (iii) each date;
a)	Description of the financial instrument, type of instrument	Ordinary sha Ocado Grou		2 pence	e each in
	Identification code	ISIN GB00B	3MBS7	747	
b)	Nature of the transaction	Share Incena HMRC a employee approved Company's 11 May 201 able to pure Company ovalue ("Padeductions freceive allow shares of Shares").	pproved share by sl Annual 11. Und chase of f 2 peartnersh from sa cations 2 per	an ("SII d tax-a schen narehol l Gener der it, e ordinary ence ea ip Sh alary ea of mai	ders at the ral Meeting on employees are shares in the ach at market eares"), using ch month, and tching ordinary ch ("Matching
		Neill Abrams purchased 51 Partnership Shares at a price of £2.896 pe Partnership Share, and was granted by the Company (for no consideration) Matching Shares. These shares are held by the employee benefit trust for the SIP.			£2.896 per vas granted by onsideration) 7 chares are held
c)	Price(s) and volume(s)	Price(s)		Volum	ne(s)
		£2.896		51	
		£0.00		7	
d)	Aggregated information	Price	Aggre volum	egated ne	Aggregate total
	- Aggregated volume	£2.896	58		147.70
	- Price				
e)	Date of the transaction	15 August 2	016		<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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