Director/PDMR Shareholding

RNS Number : 9077C Ocado Group PLC 20 April 2017

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DIRECTOR/PDMR NOTIFICATION OCADO GROUP PLC

20 April 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 notification			
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		

b)	Nature of the transaction	approved by shareholders at the Company's Annual General Meeting or 11 May 2011. Under it, employees are able to purchase ordinary shares in the Company of 2 pence each at marke value ("Partnership Shares"), using deductions from salary each month, and receive allocations of matching ordinary shares of 2 pence each ("Matching Shares"). Tim Steiner purchased 61 Partnership		P"). The SIP is dvantaged all- ne that was ders at the ral Meeting on employees are shares in the ach at market ares"), using ch month, and rching ordinary ch ("Matching 61 Partnership f £2.47 per vas granted by onsideration) 9	
C)	Price(s) and volume(s)	Price(s)		Volum	ne(s)
		£2.47		61	
		£0.00		9	
d)	Aggregated information	Price	Aggre volum	gated e	Aggregate total
	- Aggregated volume	£2.152	70		£150.67
	- Price				
e)	Date of the transaction	18 April 201	18 April 2017		
f)	Place of the transaction	London Stor	ck Exch	ange (>	(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	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		e each in
	Identification code	ISIN GB00B3MBS747			
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 value ("Partnership Shares"), usi deductions from salary each month, a receive allocations of matching ordina shares of 2 pence each ("Matchi Shares").		an ("SIP"). The ax-advantaged eme that was ders at the ral Meeting on employees are shares in the ach at market back at market back at market trares"), using ch month, and tching ordinary ch ("Matching purchased 61 price of £2.47 d was granted onsideration) 9 shares are held	
c)	Price(s) and volume(s)	Price(s)		Volun	ıe(s)
		£2.47		61	
		£0.00		9	
d)	Aggregated information	Price	Aggre volum	gated e	Aggregate total
	- Aggregated volume	£2.152	70		£150.67
	- Price				
e)	Date of the transaction	18 April 201	7		
f)	Place of the transaction	London Stor	ck Exch	ange ()	KLON)

1	Details of the person discharging managerial responsibilities/ person closely associated		
a)	Name	Mark Richardson	
2	Reason for the notificat	n for the notification	
a)	Position/status	Chief Operations Officer	
b)	Initial notification/ Amendment	Initial notification	

3		ission allowance market participant, neer or auction monitor			
a)	Name	Ocado Grou	ip plc		
b)	LEI	213800LO8	F61YB8	BMBC7	4
4	type of instrument; (ii)	action(s): section to be repeated for (i) each (ii) each type of transaction; (iii) each date; 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 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"). Mark Richardson purchased 61 Partnership Shares at a price of £2.47 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)		Volume(s)	
		£2.47		61	
		£0.00		8	
d)	Aggregated information	Price	Aggre volum	egated Ie	Aggregate total
	- Aggregated volume	£2.184	69		£150.67
	- Price				
e)	Date of the transaction	18 April 201	7		
f)	Place of the transaction	London Stock Exchange (XLON)			

1 person closely associated		1	Details of the person discharging managerial responsibilities/ person closely associated
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a)	Name	Neill Abrams	6		
2	Reason for the notificat	ion			
a)	Position/status	Group Gene Secretary	eral Cou	ınsel ar	nd Company
b)	Initial notification/ Amendment	Initial notifica	ation		
3		nission allowance market participant, oneer or auction monitor			
a)	Name	Ocado Group 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	747	
b)	Nature of the transaction	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"). Neill Abrams purchased 61 Partnership			
		Neill Abrams purchased 61 Partnership Shares at a price of £2.47 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)		Volum	ne(s)
		£2.47		61	
		£0.00		8	
d)	Aggregated information	Price	Aggre volum	egated ne	Aggregate total
	- Aggregated volume	£2.184	69		£150.67
	- Price				
e)	Date of the transaction	18 April 201	I7		<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:

Neill Abrams Company Secretary Ocado Group plc Titan Court 3 Bishops Square Hatfield Business Park Hatfield, Hertfordshire AL10 9NE Fax: +44 (0)1707 227997 email: company.secretary@ocado.com

> This information is provided by RNS The company news service from the London Stock Exchange

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