

# Director/PDMR Shareholding

RNS Number : 7856V  
Ocado Group PLC  
16 April 2021

DIRECTOR/PDMR NOTIFICATION  
OCADO GROUP PLC

16 April 2021

## 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.

<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  Identification code	Ordinary shares in Ocado Group plc  ISIN GB00B3MBS747
b)	Nature of the transaction	Tim Steiner participated in the Ocado Share Incentive Plan ("SIP"). The SIP is a HMRC 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 at market value ("Partnership Shares"), using deductions from salary each month, and receive allocations of matching ordinary shares ("Matching Shares").</p> <p>Tim Steiner purchased 7 Partnership Shares at a price of £21.21 per Partnership Share, and was granted by the Company (for no consideration) 1 Matching Share. These shares are held by the employee benefit trust for the SIP.</p>		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£21.21	7	
		£0.00	1	
d)	Aggregated information	Price	Aggregated volume	Aggregate total
		- Aggregated volume	£18.559	8
	- Price			
e)	Date of the transaction	15 April 2021		
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	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  Identification code	Ordinary shares in Ocado Group plc  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 at market value ("Partnership Shares"), using deductions from salary each month, and receive allocations of matching ordinary shares ("Matching Shares").</p> <p>Mark Richardson purchased 7 Partnership Shares at a price of £21.21 per Partnership Share, and was granted by the Company (for no consideration) 1 Matching Share. These shares are held by the employee benefit trust for the SIP.</p>		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£21.21	7	
		£0.00	1	
d)	Aggregated information  - Aggregated volume  - Price	Price	Aggregated volume	Aggregate total
		£18.559	8	£148.47
e)	Date of the transaction	15 April 2021		
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	Neill Abrams
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Group General Counsel and Company Secretary
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  Identification code	Ordinary shares in Ocado Group plc  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 at market value ("Partnership Shares"), using deductions from salary each month, and receive allocations of matching ordinary shares ("Matching Shares").</p> <p>Neill Abrams purchased 7 Partnership Shares at a price of £21.21 per Partnership Share, and was granted by the Company (for no consideration) 1 Matching Share. These shares are held by the employee benefit trust for the SIP.</p>		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£21.21	7	
		£0.00	1	
d)	Aggregated information  - Aggregated volume  - Price	Price	Aggregated volume	Aggregate total
		£18.559	8	£148.47
e)	Date of the transaction	15 April 2021		
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  Identification code	Ordinary shares in Ocado Group plc  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 at market value ("Partnership Shares"), using deductions from salary each month, and receive allocations of matching ordinary shares ("Matching Shares").</p> <p>Luke Jensen purchased 7 Partnership Shares at a price of £21.21 per Partnership Share, and was granted by the Company (for no consideration) 1 Matching Share. These shares are held by the employee benefit trust for the SIP.</p>		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£21.21	7	
		£0.00	1	
d)	Aggregated information  - Aggregated volume  - Price	Price	Aggregated volume	Aggregate total
		£18.559	8	£148.47
e)	Date of the transaction	15 April 2021		

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:

Robert Cooper  
Deputy Company Secretary  
Ocado Group plc  
Buildings One & Two Trident Place  
Mosquito Way  
Hatfield  
Hertfordshire  
AL10 9UL  
Fax: +44 (0)1707 227997  
email: [company.secretary@ocado.com](mailto:company.secretary@ocado.com)

Ocado Group plc LEI: 213800LO8F61YB8MBC74

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [rns@lseg.com](mailto:rns@lseg.com) or visit [www.rns.com](http://www.rns.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHUNOSRANUSAAR