

# Director/PDMR Shareholding

RNS Number : 2312D  
Ocado Group PLC  
01 April 2025

1 April 2025

## Ocado Group plc Director/PDMR Shareholding

Ocado Group plc (the "Company") announces that on 28 March 2025 awards under the Ocado Performance Share Plan 2024 (the "PSP"), the Ocado Annual Incentive Plan (the "AIP") and the Ocado Restricted Share Plan (the "RSP") were granted to the PDMRs.

PSP awards are subject to performance measures and have a vesting period of three years followed by a holding period of two years for executive directors. The PSP was approved by the Company's shareholders at the Company's annual general meeting on 29 April 2024. A summary of the principal terms is set out in the Notice of the annual general meeting dated 29 February 2024.

50% of the AIP achieved in the financial year ended 1 December 2024 is deferred into shares for three years. The AIP was approved by the Company's shareholders at the Company's annual general meeting on 1 May 2019. A summary of the principal terms is set out in the Notice of the annual general meeting dated 5 February 2019.

The RSP was approved by the Company's shareholders at the Company's annual general meeting on 6 May 2020. A summary of the principal terms is set out in the Notice of the annual general meeting dated 11 February 2020.

Details of the Awards are as set out below:

<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	Grant of a nil-cost option, subject to the rules of the PSP.  The shares are subject to a two-year holding period on vesting.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£0.00	1,703,070	
d)	Aggregated information	Price	Aggregated volume	Aggregate total
		- Aggregated volume	£0.00	1,703,070
	- Price			
e)	Date of the transaction	28 March 2025		
f)	Place of the transaction	Outside a regulated market		

<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	CEO, Ocado Intelligent Automation		
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	Grant of a nil-cost option, subject to the rules of the PSP.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£0.00	806,370	
d)	Aggregated information	Price	Aggregated volume	Aggregate total
	- Aggregated volume  - Price	£0.00	806,370	£0.00
e)	Date of the transaction	28 March 2025		
f)	Place of the transaction	Outside a regulated market		

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name	Stephen Daintith	
<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  Identification code	Ordinary shares in Ocado Group plc  ISIN GB00B3MBS747	

b)	Nature of the transaction	Grant of a nil-cost option, subject to the rules of the PSP.  The shares are subject to a two-year holding period on vesting.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£0.00	1,147,267	
d)	Aggregated information	Price	Aggregated volume	Aggregate total
	- Aggregated volume - Price	£0.00	1,147,267	£0.00
e)	Date of the transaction	28 March 2025		
f)	Place of the transaction	Outside a regulated market		

<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	Grant of a nil-cost option, subject to the rules of the PSP.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.00	998,005

d)	Aggregated information	Price	Aggregated volume	Aggregate total
	- Aggregated volume	£0.00	998,005	£0.00
	- Price			
e)	Date of the transaction	28 March 2025		
f)	Place of the transaction	Outside a regulated market		

<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	Grant of a nil-cost option, subject to the rules of the AIP.  50% of the AIP achieved in the financial year ended 1 December 2024 is deferred into shares for three years.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£0.00	324,530	
d)	Aggregated information	Price	Aggregated volume	Aggregate total
	- Aggregated volume			
	- Price			

		£0.00	324,530	£0.00
e)	Date of the transaction	28 March 2025		
f)	Place of the transaction	Outside a regulated market		

<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	CEO, Ocado Intelligent Automation		
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	Grant of a nil-cost option, subject to the rules of the AIP.  50% of the AIP achieved in the financial year ended 1 December 2024 is deferred into shares for three years.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£0.00	130,206	
d)	Aggregated information  - Aggregated volume  - Price	Price	Aggregated volume	Aggregate total
		£0.00	130,206	£0.00
e)	Date of the transaction	28 March 2025		
f)	Place of the transaction	Outside a regulated market		

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<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>			
a)	Name	Stephen Daintith		
<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  Identification code	Ordinary shares in Ocado Group plc  ISIN GB00B3MBS747		
b)	Nature of the transaction	Grant of a nil-cost option, subject to the rules of the AIP.  50% of the AIP achieved in the financial year ended 1 December 2024 is deferred into shares for three years.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£0.00	224,700	
d)	Aggregated information  - Aggregated volume  - Price	Price	Aggregated volume	Aggregate total
		£0.00	224,700	£0.00
e)	Date of the transaction	28 March 2025		
f)	Place of the transaction	Outside a regulated market		

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>
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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	Grant of a nil-cost option, subject to the rules of the AIP.  50% of the AIP achieved in the financial year ended 1 December 2024 is deferred into shares for three years.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£0.00	182,041	
d)	Aggregated information	Price	Aggregated volume	Aggregate total
	- Aggregated volume	£0.00	182,041	£0.00
	- Price			
e)	Date of the transaction	28 March 2025		
f)	Place of the transaction	Outside a regulated market		

<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	Grant of a conditional award of ordinary shares in the Company, subject to the rules of the RSP.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£0.00	57,956	
d)	Aggregated information	Price	Aggregated volume	Aggregate total
	- Aggregated volume	£0.00	57,956	£0.00
	- Price			
e)	Date of the transaction	28 March 2025		
f)	Place of the transaction	Outside a regulated market		

Further information concerning each Director's other interests in shares and share awards are set out in the Company's annual report and accounts for the 52 weeks ended 1 December 2024, except as otherwise amended by a subsequent announcement.

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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