## **Director/PDMR Shareholding**

,

RNS Number : 2958O Ocado Group PLC 17 August 2017

## DIRECTOR/PDMR NOTIFICATION OCADO GROUP PLC

17 August 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.

		ischarging managerial responsibilities/			
1	person closely associa	ted			
a)	Name	Tim 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	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 of 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").  Tim Steiner purchased 51 Partnership		o"). 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 aching ordinary ch ("Matching ordinary ch ("Matching ordinary ch (say 2,926 per ras granted by onsideration) 8 hares are held	
c)	Price(s) and volume(s)	Price(s)	Volume(s)		ne(s)
		£2.926	51		
		£0.00	8		
d)	Aggregated information	Price	Aggregated Aggregate volume total		
	- Aggregated volume	£2.529	59 £149.23		£149.23
	- Price				
e)	Date of the transaction	15 August 2017			
f)	Place of the transaction	London Stock Exchange (XLON)			

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	213800LO8F61YB8MBC74		

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	Duncan Tatton-Brown 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 may value ("Partnership Shares"), us deductions from salary each month, receive allocations of matching ordinares of 2 pence each ("Match Shares").		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 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			orice of £2.926 d was granted onsideration) 8 shares are held
c)	Price(s) and volume(s)	Frice(s) Volum £2.926 51		ne(s)	
				51	
		£0.00		8	
d)	Aggregated information	Price Aggre volum		egated Aggregate total	
	<ul><li>Aggregated volume</li><li>Price</li></ul>	£2.529	59		£149.23
e)	Date of the transaction	15 August 2017			
f)	Place of the transaction				
1)	ו ומכב טו נווב נומווסמכנוטוו	LUTIUUTI SIUI	JN LXUII	unge (/	ALOIN)

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 dat and (iv) each place where transactions have been conducted  a) Description of the financial instrument, type of instrument   Identification code   ISIN GB00B3MBS747    b) Nature of the transaction   Mark Richardson participated in focado Share Incentive Plan ("SIP"). The sign of Sipning is a HMRC approved tax-advantage all-employee share scheme that we approved by shareholders at the Company's Annual General Meeting 11 May 2011. Under it, employees a able to purchase ordinary shares in the Company of 2 pence each at mark value ("Partnership Shares"), using deductions from salary each month, a receive allocations of matching ordinal shares of 2 pence each ("Matching Shares").  Mark Richardson purchased Partnership Share, and was grant by the Company (for no consideration Matching Shares. These shares are he by the employee benefit trust for the SI control of the sign of the si							
b) LEI 213800L08F61YB8MBC74  4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each dat 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 transaction because of 2 pence each in Ocado Group plc  b) Nature of the transaction	3						
Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each dat 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 transaction because of 2 pence each in Ocado Group plc  Docado Group plc  ISIN GB00B3MBS747  ISIN GB02B4  ISIN GB00B3MBS747  ISIN GB00B3MBS747  ISIN GB02B4  ISIN GB080B3MBS747  ISIN GB08	a)	Name	Ocado Grou	p plc			
type of instrument; (ii) each type of transaction; (iii) each dat and (iv) each place where transactions have been conducted  a) Description of the financial instrument, type of instrument	b)	LEI	213800LO8	F61YB8	BMBC7	4	
financial instrument, type of instrument  Identification code  ISIN GB00B3MBS747    Mark Richardson participated in tocado Share Incentive Plan ("SIP"). The SIP is a HMRC approved tax-advantage all-employee share scheme that we approved by shareholders at the Company's Annual General Meeting 11 May 2011. Under it, employees a able to purchase ordinary shares in the Company of 2 pence each at many value ("Partnership Shares"), using deductions from salary each month, a receive allocations of matching ordinary shares of 2 pence each ("Matching Shares").    Mark Richardson purchased Partnership Shares at a price of £2.9 per Partnership Shares at a price of £2.9 per Partnership Shares. These shares are head by the Company (for no consideration Matching Shares. These shares are head by the employee benefit trust for the SI form of the SI f	4	type of instrument; (ii)	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) Nature of the transaction  Mark Richardson participated in to Ocado Share Incentive Plan ("SIP"). The SIP is a HMRC approved tax-advantage all-employee share scheme that we approved by shareholders at the Company's Annual General Meeting 11 May 2011. Under it, employees a able to purchase ordinary shares in the Company of 2 pence each at mark value ("Partnership Shares"), using deductions from salary each month, a receive allocations of matching ordinal shares of 2 pence each ("Matching Shares").  Mark Richardson purchased Partnership Shares at a price of £2.9 per Partnership Share, and was grant by the Company (for no consideration Matching Shares. These shares are help to the employee benefit trust for the SIP f	a)	financial instrument,				e each in	
transaction  Ocado Share Incentive Plan ("SIP"). T SIP is a HMRC approved tax-advantag all-employee share scheme that w approved by shareholders at the Company's Annual General Meeting 11 May 2011. Under it, employees a able to purchase ordinary shares in the Company of 2 pence each at mark value ("Partnership Shares"), using deductions from salary each month, a receive allocations of matching ordinary shares of 2 pence each ("Matching Shares").  Mark Richardson purchased Partnership Shares at a price of £2.9 per Partnership Share, and was grant by the Company (for no consideration Matching Shares. These shares are help the employee benefit trust for the SI by the employee benefit trust for the SI for the		Identification code	ISIN GB00B	3MBS7	47		
£2.926         51           £0.00         7           d) Aggregated information - Aggregated volume         Price Aggregated volume         Aggregated total           £2.573         58         £149.23	b)		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").				
£0.00 7  d) Aggregated information - Aggregated volume	c)	Price(s) and volume(s)	Price(s)		Volume(s)		
d) Aggregated information Price Aggregated volume total  - Aggregated volume  £2.573 58 £149.23			£2.926		51		
- Aggregated volume total £2.573 58 £149.23			£0.00		7		
volume E2.373 36 E149.23	d)		Price			Aggregate total	
- Price			£2.573	58		£149.23	
		- Price					
e) Date of the transaction 15 August 2017	e)	Date of the transaction	15 August 2017				
f) Place of the transaction London Stock Exchange (XLON)	f)	Place of the transaction	London Stoo	ck Exch	ange (>	XLON)	

Details of the person discharging managerial responsibilities/ person closely associated

a)	Name	Neill Abrams	5		
2	Reason for the notificat	tion			
a)	Position/status	Group Gene Secretary	eral 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	ıp plc		
b)	LEI	213800LO8	F61YB	BMBC7	4
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	47	
b)	Nature of the transaction	Share Incer a HMRC a employee approved Company's 11 May 203 able to pure Company of value ("Pa deductions in receive alloge	ntive Plantive Plantive Plantive share by shannal shape contractions and shape	an ("SII d tax-a schen narehol Genei der it, o ordinary ence ea ip Sh llary ea of mai	ders at the ral Meeting on employees are shares in the ach at market
		Shares at Partnership the Compa Matching Sh	a pr Share, ny (for nares. 7	rice of and w no co These s	51 Partnership £2.926 per vas granted by onsideration) 7 shares are held ust for the SIP.
c)	Price(s) and volume(s)	Price(s)		Volun	ne(s)
		£2.926		51	
		£0.00		7	
d)	Aggregated information	Price	Aggre	egated ne	Aggregate total
	- Aggregated volume	£2.573	58		£149.23
	- Price				
e)	Date of the transaction	15 August 2	L 017		

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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This information is provided by RNS
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