

# Director/PDMR Shareholding

RNS Number : 7134S  
Ocado Group PLC  
18 March 2021

DIRECTOR/PDMR NOTIFICATION  
OCADO GROUP PLC

17 March 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 8 Partnership Shares at a price of £21.14 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)	
		£21.14	8	
		£0.00	1	
d)	Aggregated information	Price	Aggregated volume	Aggregate total
	- Aggregated volume	£18.791	9	£169.12
	- Price			
e)	Date of the transaction	17 March 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 8 Partnership Shares at a price of £21.14 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)	
		£21.14	8	
		£0.00	1	
d)	Aggregated information	Price	Aggregated volume	Aggregate total
	<ul style="list-style-type: none"> <li>- Aggregated volume</li> <li>- Price</li> </ul>	£18.791	9	£169.12
e)	Date of the transaction	17 March 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		
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  Identification code	Ordinary shares in Ocado Group plc  ISIN GB00B3MBS747		
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 at market value ("Partnership Shares"), using deductions from salary each month, and receive allocations of matching ordinary shares ("Matching Shares").  Neill Abrams purchased 8 Partnership Shares at a price of £21.14 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.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£21.14	8	
		£0.00	1	
d)	Aggregated information	Price	Aggregated volume	Aggregate total
	- Aggregated volume  - Price	£18.791	9	£169.12
e)	Date of the transaction	17 March 2021		
f)	Place of the transaction	London Stock Exchange (XLON)		

1	<b>Details of the person discharging managerial responsibilities/ person closely associated</b>		
a)	Name	Luke Jensen	

2	Reason for the notification			
a)	Position/status	CEO, Ocado Solutions		
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  Identification code	Ordinary shares in Ocado Group plc  ISIN GB00B3MBS747		
b)	Nature of the transaction	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").  Luke Jensen purchased 8 Partnership Shares at a price of £21.14 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.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£21.14	8	
		£0.00	1	
d)	Aggregated information	Price	Aggregated volume	Aggregate total
	- Aggregated volume  - Price	£18.791	9	£169.12
e)	Date of the transaction	17 March 2021		

f)	Place of the transaction	London Stock Exchange (XLON)
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This announcement is made in accordance with Article 19 of the Market Abuse Regulation and the Disclosure Guidance and Transparency Rules.

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