

# Director/PDMR Shareholding

RNS Number : 6918T  
Ocado Group PLC  
16 November 2023

DIRECTOR/PDMR NOTIFICATION  
OCADO GROUP PLC

16 November 2023

## Ocado Group plc Director/PDMR Notification

Ocado Group plc (the "Company") makes the following announcement regarding its PDMRs' participation in The Ocado Share Incentive Plan (the "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").

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 Identification code		Ordinary shares in Ocado Group plc ISIN GB00B3MBS747		
b)	Nature of the transaction		Monthly purchase of securities ("Partnership Shares") under the Share Incentive Plan.		
c)	Price(s) and volume(s)		Price(s)	Volume(s)	
			£5.646	26	
			£0.00	3	
d)	Aggregated information - Aggregated volume		Price	Aggregated volume	Aggregate total

		£5.062	29	£146.80
e)	Date of the transaction	15 November 2023		
f)	Place of the transaction	London Stock Exchange (XLON)		
1	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	Mark Richardson		
2	Reason for the notification			
a)	Position/status	CEO, Ocado Intelligent Automation		
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	Monthly purchase of securities ("Partnership Shares") under the Share Incentive Plan.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£5.646	26	
		£0.00	4	
d)	Aggregated information - Aggregated volume - Price	Price	Aggregated volume	Aggregate total
		£4.893	30	£146.80
e)	Date of the transaction	15 November 2023		
f)	Place of the transaction	London Stock Exchange (XLON)		
1	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	Neill Abrams		
2	Reason for the notification			
a)	Position/status	Group General Counsel and Company Secretary		
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	Monthly purchase of securities ("Partnership Shares") under the Share Incentive Plan.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£5.646	26	

		£0.00	4	
d)	Aggregated information - Aggregated volume - Price	Price	Aggregated volume	Aggregate total
		£4.893	30	£146.80
e)	Date of the transaction	15 November 2023		
f)	Place of the transaction	London Stock Exchange (XLON)		
1	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	Stephen Daintith		
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 Identification code	Ordinary shares in Ocado Group plc ISIN GB00B3MBS747		
b)	Nature of the transaction	Monthly purchase of securities ("Partnership Shares") under the Share Incentive Plan.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£5.646	26	
		£0.00	4	
d)	Aggregated information - Aggregated volume - Price	Price	Aggregated volume	Aggregate total
		£4.893	30	£146.80
e)	Date of the transaction	15 November 2023		
f)	Place of the transaction	London Stock Exchange (XLON)		
1	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	James Matthews		
2	Reason for the notification			
a)	Position/status	CEO, Ocado Technology		
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	Monthly purchase of securities ("Partnership Shares") under the Share Incentive Plan.		

c)	Price(s) and volume(s)	Price(s)		Volume(s)
		£5.646		26
		£0.00		4
d)	Aggregated information - Aggregated volume - Price	Price	Aggregated volume	Aggregate total
		£4.893	30	£146.80
e)	Date of the transaction	15 November 2023		
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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