## **Director/PDMR Shareholding**

,

RNS Number : 2889U Ocado Group PLC 16 January 2017

## DIRECTOR/PDMR NOTIFICATION OCADO GROUP PLC

16 January 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.

	Details of the person discharging managerial responsibilities/			
1	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	Ordinary shares of 2 pence each in Ocado Group plc		
	Identification code	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 allemployee 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").			
		Shares at Partnership the Compa Matching Sh	a pr Share, ny (for nares. 1	ice of and w no co hese s	£2.671 per £2.671 per ras granted by onsideration) 8 hares are held ust for the SIP.
c)	Price(s) and volume(s)	Price(s)		Volum	ne(s)
		£2.671		56	
		£0.00		8	
d)	Aggregated information	Price	Aggre volum	gated e	Aggregate total
	- Aggregated volume	£2.337	64		£149.58
	- Price				
e)	Date of the transaction	16 January 2	2017		
f)	Place of the transaction	London Stock Exchange (XLON)		(LON)	

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	Details of the issuer, emission allowance market participant, auction platform, auctioneer 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 sha Ocado Grou		2 pence	e each in
	Identification code	ISIN GB00B	3MBS7	47	
b)	Nature of the transaction	Duncan Tatton-Brown 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 or 11 May 2011. Under it, employees are able to purchase ordinary shares in the Company of 2 pence each at marke value ("Partnership Shares"), using deductions from salary each month, and receive allocations of matching ordinary shares of 2 pence each ("Matching Shares").			
		Duncan Tatton-Brown purchased 56 Partnership Shares at a price of £2.671 per Partnership Share, and was granted by the Company (for no consideration) 8 Matching Shares. These shares are held by the employee benefit trust for the SIP.			
c)	Price(s) and volume(s)	Price(s)		Volun	ne(s)
		£2.671		56	
		£0.00		8	
d)	Aggregated information	Price	Aggre volum		Aggregate total
	<ul><li>Aggregated volume</li><li>Price</li></ul>	£2.337	64		£149.58
e)	Date of the transaction	16 January	<u> </u> 2017		
,	1	London Stock Exchange (XLON)			

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	

transaction  Ocado Share Incentive P SIP is a HMRC approved all-employee share sch approved by shareho	ted for (i) each (iii) each date; n conducted te each in the lan ("SIP"). The tax-advantaged eme that was lders at the	
b) LEI 213800LO8F61YB8MBC7  4 Details of the transaction(s): section to be repeat type of instrument; (ii) each type of transaction; and (iv) each place where transactions have been accordingly by the place of the financial instrument, type of instrument and the place of the transaction and the place of	ted for (i) each (iii) each date; n conducted te each in the lan ("SIP"). The tax-advantaged eme that was lders at the	
4 Details of the transaction(s): section to be repeat type of instrument; (ii) each type of transaction; and (iv) each place where transactions have been a)  a) Description of the financial instrument, type of instrument  Identification code  b) Nature of the transaction  Nature of the transaction  Nature of the transaction  SIP is a HMRC approved all-employee share sch approved by shareho	ted for (i) each (iii) each date; n conducted te each in the lan ("SIP"). The tax-advantaged eme that was lders at the	
type of instrument; (ii) each type of transaction; and (iv) each place where transactions have been and (iv) each place where transaction shares of 2 pend of the financial instrument, type of instrument and (iv) each place where transactions have been and (iv) each place where tran	cipated in the lan ("SIP"). The tax-advantaged eme that was liders at the	
financial instrument, type of instrument  Identification code  ISIN GB00B3MBS747  b) Nature of the transaction  Mark Richardson partic Ocado Share Incentive P SIP is a HMRC approved all-employee share sch approved by shareho	cipated in the lan ("SIP"). The tax-advantaged eme that was lders at the	
b) Nature of the transaction	lan ("SIP"). The tax-advantaged eme that was lders at the	
transaction  Ocado Share Incentive P SIP is a HMRC approved all-employee share sch approved by shareho	lan ("SIP"). The tax-advantaged eme that was lders at the	
11 May 2011. Under it, able to purchase ordinar Company of 2 pence of value ("Partnership State deductions from salary eareceive allocations of mashares of 2 pence earshares").  Mark Richardson pentre Partnership Shares at a per Partnership Share, at by the Company (for no of Matching Shares. These by the employee benefit to	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").	
c) Price(s) and volume(s) Price(s) Volume	Volume(s)	
£2.671 56	56	
£0.00 8		
d) Aggregated information Price Aggregated volume	Aggregate total	
- Aggregated £2.337 64	£149.58	
- Price		
e) Date of the transaction 16 January 2017		
f) Place of the transaction London Stock Exchange (	XLON)	

Details of the person discharging managerial responsibilities/ person closely associated

a)	Name	Neill Abrams	6		
2	Reason for the notificat	tion			
a)	Position/status	Group Gene Secretary	ral 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	p plc		
b)	LEI	213800LO8	F61YB8	BMBC7	4
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 sha Ocado Grou		2 pence	e each in
	Identification code	ISIN GB00B	3MBS7	747	
b)	Nature of the transaction	Neill Abrams participated in the Ocado Share Incentive Plan ("SIP"). The SIP is a HMRC approved tax-advantaged allemployee 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").  Neill Abrams purchased 56 Partnership Shares at a price of £2.671 per Partnership Share, and was granted by the Company (for no consideration) 8 Matching Shares. These shares are held by the employee benefit trust for the SIP.			
c)	Price(s) and volume(s)	Price(s)		Volun	ne(s)
		£2.671		56	
		£0.00		8	
d)	Aggregated information	Price	Aggre volum	egated ne	Aggregate total
	- Aggregated volume	£2.337	64		£149.58
	- Price				
e)	Date of the transaction	16 January	<u>I</u> 2017		

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:

Neill Abrams Company Secretary Ocado Group plc Titan Court 3 Bishops Square Hatfield Business Park Hatfield, Hertfordshire AL10 9NE

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This information is provided by RNS
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