

# Director/PDMR Shareholding

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Ocado Group PLC  
30 July 2013

DIRECTOR/PDMR SHAREHOLDING  
OCADO GROUP PLC

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## Ocado Group plc Director/PDMR Shareholding Notification

Ocado Group plc ("the Company") announces that it received notification from Mark Richardson, a Director, pursuant to the FCA's Disclosure Rules and Transparency Rules 3.1.2R, on 29 July 2013 of the following changes in Director/PDMR shareholdings in the Company as a result of the exercise of share options on 26 July 2013 under the Ocado 2001 Executive Share Option Scheme. The share options had been held since their grant on 31 May 2005.

Director/ PDMR	Position	Share Scheme	Number of Options over Ordinary Shares exercised	Exercise Price (pence) per Option over Ordinary Share
Mark Richardson	Director	Ocado 2001 Executive Share Option Scheme	96,850	115

The Company was also notified on 29 July 2013 that Mark Richardson subsequently sold 96,850 ordinary shares on 26 July 2013 at a price of £3.206400 pence per ordinary share (representing 0.0157% of the Company's total issued share capital).

Following this transaction, Mark Richardson remains not directly or indirectly interested in ordinary shares in the Company.

As at 30 July 2013, Mark Richardson holds 70,000 options over ordinary shares under the Ocado 2001 Executive Share Option Scheme.

Notes:

- (1) These shareholdings exclude any shareholdings under the Company's Joint Share Ownership Scheme.
- (2) The Company has issued ordinary shares of 2p each.
- (3) The above transactions took place in the UK on the dates set out above.

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