Director/PDMR Shareholding

RNS Number : 8597T Ocado Group PLC 17 October 2017

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DIRECTOR/PDMR NOTIFICATION OCADO GROUP PLC

17 October 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.

1	Details of the person discharging managerial responsibilities/ person closely associated		
a)	Name	Tim Steiner	
2	Reason for the notifica	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	Share Incen a HMRC a employee approved Company's 11 May 201 able to purc Company of value ("Pa deductions f receive allor shares of Shares"). Tim Steiner Shares at Partnership the Compan Matching Sh	tive Pla pproved share by sh Annual 11. Unc chase of f 2 pen trans f 2 pen cations 2 pen share, ny (for nares. T	an ("SIF d tax-a schem harehold Gener der it, e ordinary ence ea ip Sh lary ea of mat ce ea ased 4 ice of and w no cc These s	
c)	Price(s) and volume(s)	Price(s)		Volum	ne(s)
		£3.089		49	
		£0.00		7	
d)	Aggregated information	Price	Aggre volum	gated Ie	Aggregate total
	- Aggregated volume	£2.703	56		£151.36
	- Price				
e)	Date of the transaction	16 October 2	L6 October 2017		
f)	Place of the transaction	London Stoo	ck Exch	ange (>	(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	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	Ocado Shar SIP is a HM all-employed approved Company's 11 May 202 able to purc Company of value ("Pa deductions f receive allow shares of Shares"). Duncan Ta Partnership per Partners	e Incer RC app e share by sh Annual 11. Unc chase c of 2 pe artnersh from sa cations 2 pen atton-Br Shares ship Sh	tive Pla roved t e sche harehol Gener ler it, o ordinary nce ea of mai ce ea of mai ce ea of mai ce a are, an	ral Meeting on employees are v shares in the ach at market
		Matching Shares. These shares a by the employee benefit trust for the			
C)	Price(s) and volume(s)	Price(s)		Volun	ıe(s)
		£3.089		48	
		£0.00		7	
d)	Aggregated information	Price	Aggre volum	gated e	Aggregate total
	- Aggregated volume	£2.696	55		£148.27
	- Price				
e)	Date of the transaction	16 October 2	2017		
f)	Place of the transaction	London Stoo	ck Exch	ange ()	KLON)

1	Details of the person discharging managerial responsibilities/ person closely associated		
a)	Name	Mark Richardson	
2	Reason for the notificat	on for the notification	
a)	Position/status	Chief Operations Officer	
b)	Initial notification/ Amendment	Initial notification	

3		nission allowance market participant, oneer or auction monitor				
a)	Name	Ocado Grou	Ocado Group plc			
b)	LEI	213800LO8	F61YB8	BMBC7	4	
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	Company's Annual Ge 11 May 2011. Under able to purchase ordir Company of 2 pence value ("Partnership deductions from salary receive allocations of shares of 2 pence Shares"). Mark Richardson Partnership Shares at per Partnership Shares at per Partnership Shares the by the Company (for m Matching Shares. These by the employee benef		ntive Pla proved t e sche narehold Gener der it, e ordinary ence ea ip Sh lary ea of mat ice ea n pu s at a p are, an or no c These s	ve Plan ("SIP"). The oved tax-advantaged scheme that was areholders at the General Meeting on er it, employees are dinary shares in the ice each at market o Shares"), using ary each month, and of matching ordinary e each ("Matching purchased 49 at a price of £3.089 re, and was granted no consideration) 7 nese shares are held	
C)	Price(s) and volume(s)	Price(s)		Volume(s)		
		£3.089		49		
		£0.00		7		
d)	Aggregated information	Price	Aggre volum	egated Ie	Aggregate total	
	- Aggregated volume	£2.703	56		£151.36	
	- Price					
e)	Date of the transaction	16 October 2	2017			
f)	Place of the transaction	London Stoo	ck Exch	ange (>	KLON)	

1 person closely associated

a)	Name	Neill Abrams	6		
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		nission allowance market participant, oneer or auction monitor			
a)	Name	Ocado Grou	ip plc		
b)	LEI	213800LO8	F61YB8	BMBC7	4
4	type of instrument; (ii)	tails of the transaction(s): section to be repeated for (i) each be of instrument; (ii) each type of transaction; (iii) each date; d (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	47	
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 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 49 Partnership			
		Neill Abrams purchased 49 Partnership Shares at a price of £3.089 per Partnership Share, and was granted by the Company (for no consideration) 7 Matching Shares. These shares are held by the employee benefit trust for the SIP.			
C)	Price(s) and volume(s)	Price(s)		Volum	ıe(s)
		£3.089		49	
		£0.00		7	
d)	Aggregated information	Price	Aggre volum	egated e	Aggregate total
	- Aggregated volume	£2.703	56		£151.36
	- Price				
e)	Date of the transaction	16 October 2	L 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 Buildings One & Two Trident Place Mosquito Way Hatfield Hertfordshire AL10 9UL Fax: +44 (0)1707 227997 email: company.secretary@ocado.com

Ocado Group plc LEI: 213800LO8F61YB8MBC74

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