

Director/PDMR Shareholding

RNS Number : 4814X
Ocado Group PLC
21 February 2017

DIRECTOR/PDMR SHAREHOLDING
OCADO GROUP PLC

21 February 2017

Ocado Group plc Director/PDMR Notification

Ocado Group plc ("the Company") announces that on 20 February 2017 it granted awards ("Awards") to its executive directors pursuant to the Ocado Long-Term Incentive Plan ("LTIP"), as follows:

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	Ordinary shares of 2 pence each in Ocado Group plc
	Identification code	ISIN GB00B3MBS747

b)	Nature of the transaction	<p>Tim Steiner participated in the Ocado Long-Term Incentive Plan.</p> <p>Tim Steiner was awarded 452,881 conditional shares in Ocado Group plc. The award will vest in March 2020 subject to the satisfaction of performance conditions, as described in the Company's 2016 annual report and accounts. No payment is required for the awards.</p>		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£2.551792	452,881	
d)	Aggregated information - Aggregated volume - Price	Price	Aggregated volume	Aggregate total
		£2.551792	452,881	£1,155,660
e)	Date of the transaction	20 February 2017		
f)	Place of the transaction	London Stock Exchange (XLON)		

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(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	<p>Duncan Tatton-Brown participated in the Ocado Long-Term Incentive Plan.</p> <p>Duncan Tatton-Brown was awarded 209,972 conditional shares in Ocado Group plc. The award will vest in March 2020 subject to the satisfaction of performance conditions, as described in the Company's 2016 annual report and accounts. No payment is required for the awards.</p>		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£2.551792	209,972	
d)	Aggregated information - Aggregated volume - Price	Price	Aggregated volume	Aggregate total
		£2.551792	209,972	£535,806
e)	Date of the transaction	20 February 2017		
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	Chief Operations 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	Mark Richardson participated in the Ocado Long-Term Incentive Plan.

		Mark Richardson was awarded 209,972 conditional shares in Ocado Group plc. The award will vest in March 2020 subject to the satisfaction of performance conditions, as described in the Company's 2016 annual report and accounts. No payment is required for the awards.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£2.551792	209,972	
d)	Aggregated information	Price	Aggregated volume	Aggregate total
	- Aggregated volume	£2.551792	209,972	£535,806
	- Price			
e)	Date of the transaction	20 February 2017		
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	Ordinary shares of 2 pence each in Ocado Group plc
	Identification code	ISIN GB00B3MBS747
b)	Nature of the transaction	Neill Abrams participated in the Ocado Long-Term Incentive Plan. Neill Abrams was awarded 176,346 conditional shares in Ocado Group plc. The award will vest in March 2020 subject to the satisfaction of performance

		conditions, as described in the Company's 2016 annual report and accounts. No payment is required for the awards.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£2.551792	176,346	
d)	Aggregated information	Price	Aggregated volume	Aggregate total
	<ul style="list-style-type: none"> - Aggregated volume - Price 	£2.551792	176,346	£450,000
e)	Date of the transaction	20 February 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:

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