

Director/PDMR Shareholding

RNS Number : 4447P
Ocado Group PLC
18 August 2014

DIRECTOR/PDMR SHAREHOLDING
OCADO GROUP PLC

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Ocado Group plc Director/PDMR Notification

Ocado Group plc ("the Company") announces that it has received notification from two directors, pursuant to the FCA's Disclosure Rules and Transparency Rules 3.1.2R, on 18 August 2014, in connection with their participation in the Ocado Share Incentive Plan ("SIP").

The SIP is a HMRC tax-advantaged all-employee share scheme, under which 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").

The Ocado directors listed below (the "Directors") purchased the number of Partnership Shares set out in the table below, at a price of £3.365 per Partnership Share, and were allocated (for no consideration) the number of Matching Shares set out in the table below. These shares are held by the employee benefit trust for the SIP.

Name	Position	Number of Partnership Shares	Number of Matching Shares	Total shares	Total SIP holding to-date
Mark Richardson	Operations Director	44	6	50	50
Neill Abrams	Legal and Business	44	6	50	50

	Affairs Director				
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As a result of the above transaction, the interests of the Directors (and their connected persons) in the Company's ordinary shares (excluding any interests, options and awards under the Company's Long Term Incentive Plan, Sharesave, 2001 Executive Share Option Scheme, 2014 Executive Share Option Scheme, Joint Share Ownership Scheme and Growth Incentive Plan) are:

Name	Number of Ordinary Shares held	Percentage of issued share capital
Mark Richardson	50	0.000008%
Neill Abrams	1,873,749	0.302%

The SIP was approved by shareholders at the Company's Annual General Meeting on 11 May 2011.

For the purposes of DTR 3.1.3, the above transactions took place in the United Kingdom, with an issue date of 18 August 2014 and the Directors being notified on 18 August 2014.

Further information concerning each Director's other interests in shares and share schemes are set out in the Company's annual report and accounts for the 52 weeks ended 1 December 2013, except as otherwise amended by a subsequent announcement.

Enquiries:

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