Director/PDMR Shareholding

RNS Number : 3415F Ocado Group PLC 16 May 2017

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DIRECTOR/PDMR NOTIFICATION OCADO GROUP PLC

16 May 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 5 ice of and w no cc These s	
C)	Price(s) and volume(s)	Price(s)		Volum	ne(s)
		£2.646		56	
		£0.00		8	
d)	Aggregated information	Price	Aggre volum	gated Ie	Aggregate total
	- Aggregated volume	£2.315	64		£148.18
	- Price				
e)	Date of the transaction	16 May 201	16 May 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 shares of 2 pence each in Ocado Group plc		e each in	
	Identification code	ISIN GB00B	3MBS7	47	
b)	Nature of the transaction	Ocado Share Incentive Plan ("S SIP is a HMRC approved tax-ad all-employee share scheme is approved by shareholders Company's Annual General Me 11 May 2011. Under it, emplo able to purchase ordinary shar Company of 2 pence each a value ("Partnership Shares") deductions from salary each me receive allocations of matching shares of 2 pence each (" Shares"). Duncan Tatton-Brown purcha Partnership Shares at a price of per Partnership Share, and was by the Company (for no conside Matching Shares. These shares		ax-advantaged eme that was ders at the ral Meeting on employees are y shares in the ach at market hares"), using ach month, and tching ordinary ch ("Matching purchased 57 price of £2.646 ad was granted onsideration) 8	
		by the employee benefit trust for the			
c)	Price(s) and volume(s)	Price(s)		Volun	ne(s)
		£2.646		57	
		£0.00		8	
d)	Aggregated information	Price	Aggre volum	gated e	Aggregate total
	 Aggregated volume Price 	£2.320	65		£150.82
e)	Date of the transaction	16 May 201	7		<u> </u>
f)	Place of the transaction	London Stock Exchange (XLON)		XLON)	

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

3		nission allowance market participant, neer or auction monitor			
a)	Name	Ocado Grou	ip 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; re 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 GB00B	ISIN GB00B3MBS747		
b)	Nature of the transaction	Ocado Share Incentive Plan ("SIP"). The SIP is a HMRC approved tax-advantage all-employee share scheme that wa approved by shareholders at the Company's Annual General Meeting of 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"). Mark Richardson purchased 50 Partnership Shares at a price of £2.64 per Partnership Share, and was granted by the Company (for no consideration) Matching Shares. These shares are hele by the employee benefit trust for the SIP.		an ("SIP"). The ax-advantaged eme that was ders at the ral Meeting on employees are r shares in the ach at market hares"), using the month, and thing ordinary ch ("Matching urchased 56 price of £2.646 id was granted onsideration) 8 shares are held	
C)	Price(s) and volume(s)	Price(s)		Volume(s)	
		£2.646		56	
		£0.00		8	
d)	Aggregated information	Price	Aggre volum	egated Ie	Aggregate total
	 Aggregated volume 	£2.315	64		£148.18
	- Price				
e)	Date of the transaction	16 May 201			
f)	Place of the transaction	London Stock Exchange (XLON)			

1 person closely associated

a)	Name	Neill Abrams	6		
2	Reason for the notificat	ion			
a)	Position/status	Group Gene Secretary	eral Cou	insel 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)	action(s): section to be repeated for (i) each ; (ii) each type of transaction; (iii) each date; 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 56 Partnership			
		Neill Abrams purchased 56 Partnership Shares at a price of £2.646 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)		Volum	ne(s)
		£2.646		56	
		£0.00		8	
d)	Aggregated information	Price	Aggre volum	egated Ne	Aggregate total
	- Aggregated volume	£2.315	64		£148.18
	- Price				
e)	Date of the transaction	16 May 201	I7		

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 Fax: +44 (0)1707 227997 email: company.secretary@ocado.com

> This information is provided by RNS The company news service from the London Stock Exchange

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