

DIRECTOR/PDMR NOTIFICATION
OCADO GROUP PLC

17 March 2023

Ocado Group plc
Director/PDMR Notification

Ocado Group plc (the "Company") makes the following announcement regarding its PDMRs' 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 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 in Ocado Group plc		
	Identification code	ISIN GB00B3MBS747		
b)	Nature of the transaction	Tim Steiner 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 at market value ("Partnership Shares"), using deductions from salary each month, and receive allocations of matching ordinary shares ("Matching Shares"). Tim Steiner purchased 34 Partnership Shares at a price of £4.412 per Partnership Share, and was granted by the Company (for no consideration) 5 Matching Shares. These shares are held by the employee benefit trust for the SIP.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£4.412	34	
		£0.00	5	
d)	Aggregated information	Price	Aggregated volume	Aggregate total
	- Aggregated volume	£3.846	39	£150.01
	- Price			
e)	Date of the transaction	15 March 2023		
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	

2	Reason for the notification			
a)	Position/status	CEO, Ocado's ASRS Business		
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 in Ocado Group plc		
	Identification code	ISIN GB00B3MBS747		
b)	Nature of the transaction	Mark Richardson 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 at market value ("Partnership Shares"), using deductions from salary each month, and receive allocations of matching ordinary shares ("Matching Shares"). Mark Richardson purchased 34 Partnership Shares at a price of £4.412 per Partnership Share, and was granted by the Company (for no consideration) 5 Matching Shares. These shares are held by the employee benefit trust for the SIP.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£4.412	34	
		£0.00	5	
d)	Aggregated information	Price	Aggregated volume	Aggregate total
	- Aggregated volume	£3.846	39	£150.01
	- Price			
e)	Date of the transaction	15 March 2023		
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 in Ocado Group plc
	Identification code	ISIN GB00B3MBS747
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 at market value ("Partnership Shares"), using deductions from salary each month, and receive allocations of matching ordinary shares ("Matching Shares"). Neill Abrams purchased 34 Partnership Shares at a price of £4.412 per Partnership Share, and was granted by the Company (for no consideration) 5 Matching Shares. These shares are held by the employee benefit trust for the SIP.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£4.412	34	
		£0.00	5	
d)	Aggregated information	Price	Aggregated volume	Aggregate total
	- Aggregated volume	£3.846	39	£150.01
	- Price			
e)	Date of the transaction	15 March 2023		
f)	Place of the transaction	London Stock Exchange (XLON)		

1	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	Luke Jensen		
2	Reason for the notification			
a)	Position/status	CEO, Ocado Solutions		
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 in Ocado Group plc		
	Identification code	ISIN GB00B3MBS747		
b)	Nature of the transaction	Luke Jensen 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 at market value ("Partnership Shares"), using deductions from salary each month, and receive allocations of matching ordinary shares ("Matching Shares"). Luke Jensen purchased 34 Partnership Shares at a price of £4.412 per Partnership Share, and was granted by the Company (for no consideration) 5 Matching Shares. These shares are held by the employee benefit trust for the SIP.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£4.412	34	
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d)	Aggregated information	Price	Aggregated volume	Aggregate total
	- Aggregated volume	£3.846	39	£150.01
	- Price			
e)	Date of the transaction	15 March 2023		

f)	Place of the transaction	London Stock Exchange (XLON)
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1	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	Stephen Daintith		
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 in Ocado Group plc		
	Identification code	ISIN GB00B3MBS747		
b)	Nature of the transaction	Stephen Daintith 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 at market value ("Partnership Shares"), using deductions from salary each month, and receive allocations of matching ordinary shares ("Matching Shares"). Stephen Daintith purchased 34 Partnership Shares at a price of £4.412 per Partnership Share, and was granted by the Company (for no consideration) 5 Matching Shares. These shares are held by the employee benefit trust for the SIP.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
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d)	Aggregated information	Price	Aggregated volume	Aggregate total
	- Aggregated volume	£3.846	39	£150.01
	- Price			
e)	Date of the transaction	15 March 2023		
f)	Place of the transaction	London Stock Exchange (XLON)		

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	James Matthews
2	Reason for the notification	
a)	Position/status	CEO, Ocado Technology
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 Identification code	Ordinary shares in Ocado Group plc ISIN GB00B3MBS747		
b)	Nature of the transaction	James Matthews 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 at market value ("Partnership Shares"), using deductions from salary each month, and receive allocations of matching ordinary shares ("Matching Shares"). James Matthews purchased 34 Partnership Shares at a price of £4.412 per Partnership Share, and was granted by the Company (for no consideration) 5 Matching Shares. These shares are held by the employee benefit trust for the SIP.		
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e)	Date of the transaction	15 March 2023		
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.

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