RNS Number: 1235H Ocado Group PLC 15 March 2024

DIRECTOR/PDMR NOTIFICATION OCADO GROUP PLC

15 March 2024

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 (the "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").

Details of the person discharging managerial responsibilities/person closely associated						
Name	Tim Steiner					
Reason for the notification						
Position/status	Chief Executive Officer					
Initial notification/ Amendment	Initial notification					
Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
Name	Ocado Group plc					
LEI	213800LO8F61YB8	MBC74				
Description of the financial instrument, type of instrument	Ordinary shares in Ocado Group plc					
Identification code	ISIN GB00B3MBS747					
Nature of the transaction	Monthly purchase of securities ("Partnership Shares") under the Share Incentive Plan.					
Price(s) and volume(s)	Price(s)		Volume(s)			
	£4.622		33			
	£0.00	£0.00				
Aggregated information	Price	Aggregated	d d	Aggregate total		
- Aggregated volume	£4.122	37		£152.53		
- Price						
Date of the transaction	15 March 2024					
Place of the transaction	London Stock Exchange (XLON)					
	Reason for the notification Position/status Initial notification/ Amendment Details of the issuer, emission auction monitor Name LEI Details of the transaction(s): sof transaction; (iii) each date; Description of the financial instrument, type of instrument Identification code Nature of the transaction Price(s) and volume(s) Aggregated information - Aggregated volume - Price Date of the transaction	Reason for the notification Position/status Chief Executive Office Initial notification/ Amendment Initial notification Details of the issuer, emission allowance market production monitor Name Ocado Group plc LEI 213800L08F61YB8I Details of the transaction(s): section to be repeated of transaction; (iii) each date; and (iv) each place of transaction; (iii) each date; and (iv) each place of transaction code ISIN GB00B3MBS74 Nature of the transaction Monthly purchase of Share Incentive Plant Price(s) and volume(s) Price(s) Aggregated information Price - Aggregated volume - Aggregated volume - Aggregated volume - Aggregated transaction 15 March 2024	Name Tim Steiner	Name Tim Steiner		

1	Details of the person discharging managerial responsibilities/person closely associated				
a)	Name	Mark Richardson			
2	Reason for the notification				
a)	Position/status	CEO, Ocado Intelligent Automation			
b)	Initial notification/ Amendment	Initial notification			
3	Details of the issuer, emission auction monitor	allowance market participant, auction platform, auctioneer or			

a)	Name	Ocado Group plc				
b)	LEI	213800LO8F61YB8MBC74				
4		ection to be repeated for (i) each type of instrument; (ii) each type and (iv) each place where transactions have been conducted				
a)	Description of the financial instrument, type of instrument					
	Identification code	ISIN GB00B3MBS747				
b)	Nature of the transaction	Monthly purchase of securities ("Partnership Shares") under the Share Incentive Plan.				
c)	Price(s) and volume(s)	Price(s) £4.622		Volume(s)		
				32		
		£0.00		5		
d)	Aggregated information	Price	Aggregated volume	d	Aggregate total	
	- Aggregated volume - Price	£3.997	37		£147.90	
e)	Date of the transaction	15 March 2024				
)	Place of the transaction	London Stock Exchange (XLON)				

	Details of the person discharg	jing managerial re	esponsibilities/	person c	losely associated			
1 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 auction monitor	allowance marke	allowance market participant, auction platform, auctioneer or					
a)	Name	Ocado Group plo	;					
b)	LEI	213800LO8F61Y	B8MBC74					
4		ection to be repeated for (i) each type of instrument; (ii) each type and (iv) each place where transactions have been conducted						
a)	Description of the financial instrument, type of instrument	Ordinary shares i	Ordinary shares in Ocado Group plc					
	Identification code	ISIN GB00B3MB	ISIN GB00B3MBS747					
b)	Nature of the transaction	Monthly purchase of securities ("Partnership Shares") under the Share Incentive Plan.						
c)	Price(s) and volume(s)	Price(s) £4.622		Volume(s)				
				32				
		£0.00		5				
d)	Aggregated information	Price	Aggregated volume	d	Aggregate total			
	- Aggregated volume	£3.997	37		£147.90			
	- Price							
		15 March 2024						
e)	Date of the transaction	15 March 2024						

a)	Name	Stephen Daintith					
2	Reason for the notification	<u> </u>					
	D ''' / / /	Tauranan					
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	213800LO8F61YI	B8MBC74				
4	Details of the transaction(s): s of transaction; (iii) each date;						
a)	Description of the financial instrument, type of instrument	Ordinary shares i	Ordinary shares in Ocado Group plc				
	Identification code	ISIN GB00B3MB	ISIN GB00B3MBS747				
b)	Nature of the transaction	Monthly purchase of securities ("Partnership Shares") under the Share Incentive Plan.					
c)	Price(s) and volume(s)	Price(s) £4.622		Volume(s)			
				33			
		£0.00		5			
d)	Aggregated information	Price	Aggregate volume	ed	Aggregate total		
	 Aggregated volume 	£4.014	38		£152.53		
	- Price						
e)	Date of the transaction	15 March 2024					
	1	London Stock Exchange (XLON)					

<u>1</u>		T						
a)	Name	James Matthews						
2	Reason for the notification	tion						
a)	Position/status	CEO, Ocado Technology						
b)	Initial notification/ Amendment	Initial notification						
3	Details of the issuer, emission auction monitor	ı allowance market pa	allowance market participant, auction platform, auctioneer or					
a)	Name	Ocado Group plc						
b)	LEI	213800LO8F61YB8MBC74						
4	Details of the transaction(s): s of transaction; (iii) each date;							
			/here trans	actions l				
	of transaction; (iii) each date; Description of the financial	and (iv) each place w	vhere trans	actions l				
a)	of transaction; (iii) each date; Description of the financial instrument, type of instrument	and (iv) each place w Ordinary shares in Ordinary s	cado Group rhere trans	actions I				
a) b)	of transaction; (iii) each date; Description of the financial instrument, type of instrument Identification code	and (iv) each place w Ordinary shares in Ordinary	cado Group rhere trans	actions I	nave been conducted nip Shares") under the			
a) b)	of transaction; (iii) each date; Description of the financial instrument, type of instrument Identification code Nature of the transaction	and (iv) each place w Ordinary shares in Ordinary s	cado Group rhere trans	plc Partnersh	nave been conducted nip Shares") under the			
a) b) c)	of transaction; (iii) each date; Description of the financial instrument, type of instrument Identification code Nature of the transaction	and (iv) each place w Ordinary shares in Ord ISIN GB00B3MBS74: Monthly purchase of Share Incentive Plan. Price(s)	cado Group rhere trans	plc Partnersh	nave been conducted nip Shares") under the			

	- Aggregated volume - Price	£3.997	37	£147.90	
e)	Date of the transaction	15 March 2024			
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:

Megan Barnes Head of Secretariat 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

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact ms@lseq.com or visit www.ms.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our Privacy Policy.

END

DSHUVUBRSOUOAAR