

DIRECTOR/PDMR NOTIFICATION  
 OCADO GROUP PLC  
 22 October 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 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 and directors may be awarded ordinary shares in the Company up to the value of £3,600 in any one tax year ("Free Shares").

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name	Mark Richardson	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	CEO, Ocado Intelligent Automation	
b)	Initial notification/ Amendment	Initial notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	Ocado Group plc	
b)	LEI	213800LO8F61YB8MBC74	
<b>4</b>	<b>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</b>		
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	Grant of 295 Free Shares at the same time and on the basis of the same criteria as applied to all employees.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£3.667	295
d)	Aggregated information	Price	Aggregated volume
	- Aggregated volume	N/A	N/A
	- Price		
e)	Date of the transaction	21 October 2024	
f)	Place of the transaction	Outside of a trading venue	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name	Stephen Daintith	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Chief Financial Officer	
b)	Initial notification/ Amendment	Initial notification	

<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>			
a)	Name	Ocado Group plc		
b)	LEI	213800LO8F61YB8MBC74		
<b>4</b>	<b>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</b>			
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 2 pence each in Ocado Group plc  ISIN GB00B3MBS747		
b)	Nature of the transaction	Grant of 144 Free Shares at the same time and on the basis of the same criteria as applied to all employees.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£3.667	144	
d)	Aggregated information  - Aggregated volume  - Price	Price	Aggregated volume	Aggregate total
		N/A	N/A	N/A
e)	Date of the transaction	21 October 2024		
f)	Place of the transaction	Outside of a trading venue		

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>			
a)	Name	James Matthews		
<b>2</b>	<b>Reason for the notification</b>			
a)	Position/status	CEO, Ocado Technology		
b)	Initial notification/ Amendment	Initial notification		
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>			
a)	Name	Ocado Group plc		
b)	LEI	213800LO8F61YB8MBC74		
<b>4</b>	<b>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</b>			
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 2 pence each in Ocado Group plc  ISIN GB00B3MBS747		
b)	Nature of the transaction	Grant of 253 Free Shares at the same time and on the basis of the same criteria as applied to all employees.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£3.667	253	
d)	Aggregated information  - Aggregated volume	Price	Aggregated volume	Aggregate total
		N/A	N/A	N/A

	- Price			
e)	Date of the transaction	21 October 2024		
f)	Place of the transaction	Outside of a trading venue		

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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Ocado Group plc LEI: 213800LO8F61YB8MBC74

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