

DIRECTOR/PDMR NOTIFICATION
 OCADO GROUP PLC

15 November 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").

| | | | | |
|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-------------------|-----------------|
| 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 | Monthly purchase of securities ("Partnership Shares") under the Share Incentive Plan. | | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) | |
| | | £3.330 | 46 | |
| | | £0.00 | 7 | |
| d) | Aggregated information | Price | Aggregated volume | Aggregate total |
| | - Aggregated volume | £2.890 | 53 | £153.18 |
| | - Price | | | |
| e) | Date of the transaction | 15 November 2024 | | |
| 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 | 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 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 | Monthly purchase of securities ("Partnership Shares") under the Share Incentive Plan. | | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) | |
| | | £3.330 | 45 | |
| | | £0.00 | 6 | |
| d) | Aggregated information | Price | Aggregated volume | Aggregate total |
| | - Aggregated volume | £2.938 | 51 | £149.85 |
| | - Price | | | |
| e) | Date of the transaction | 15 November 2024 | | |
| f) | Place of the transaction | London Stock Exchange (XLON) | | |

| | | | | |
|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-------------------|-----------------|
| 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 | Monthly purchase of securities ("Partnership Shares") under the Share Incentive Plan. | | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) | |
| | | £3.330 | 46 | |
| | | £0.00 | 6 | |
| d) | Aggregated information | Price | Aggregated volume | Aggregate total |
| | - Aggregated volume | £2.946 | 52 | £153.18 |
| | - Price | | | |
| e) | Date of the transaction | 15 November 2024 | | |
| f) | Place of the transaction | London Stock Exchange (XLON) | | |

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|----------|------------------------------------------------------------------------------------------------|--|--|--|
| 4 | Details of the person discharging managerial responsibilities/person closely associated | | | |
|----------|------------------------------------------------------------------------------------------------|--|--|--|

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|---|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|---------------------------------------------------------------------------------------|-------------------|-----------------|---------|
| 1 | 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 | Ordinary shares in Ocado Group plc | | | |
| | | 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) | Volume(s) | | |
| | | | £3.330 | 45 | | |
| | | | £0.00 | 6 | | |
| | d) | Aggregated information | Price | Aggregated volume | Aggregate total | |
| | | | - Aggregated volume | £2.938 | 51 | £149.85 |
| | | | - Price | | | |
| | e) | Date of the transaction | 15 November 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:

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