

DIRECTOR/PDMR NOTIFICATION  
OCADO GROUP PLC

16 January 2025

**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)	
		£2.957	50	
		£0.00	7	
d)	Aggregated information	Price	Aggregated volume	Aggregate total
	- Aggregated volume	£2.594	57	£147.85
	- Price			
e)	Date of the transaction	15 January 2025		
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	
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)	
		£2.957	51	
		£0.00	7	
d)	Aggregated information	Price	Aggregated volume	Aggregate total
	- Aggregated volume	£2.60	58	£150.81
	- Price			
e)	Date of the transaction	15 January 2025		
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)	
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		£0.00	7	
d)	Aggregated information	Price	Aggregated volume	Aggregate total
	- Aggregated volume	£2.594	57	£147.85
	- Price			
e)	Date of the transaction	15 January 2025		
f)	Place of the transaction	London Stock Exchange (XLON)		

<b>4</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>			
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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)	
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			£0.00	7	
	d)	Aggregated information	Price	Aggregated volume	Aggregate total
		- Aggregated volume	£2.60	58	£150.81
		- Price			
	e)	Date of the transaction	15 January 2025		
	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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