

**DIRECTOR/PDMR NOTIFICATION  
OCADO GROUP PLC**

13 March 2025

**Ocado Group plc  
Director/PDMR Notification**

Ocado Group plc makes the following announcement regarding the transactions in Ocado Group plc ordinary shares of 2 pence each ("Shares") carried out by one of its PDMRs.

| <b>1</b> | <b>Details of the person discharging managerial responsibilities/person closely associated</b>   |  |                   |                 |
|----------|--|--|-------------------|-----------------|
| a)       | Name   | Warby Ltd  |                   |                 |
| <b>2</b> | <b>Reason for the notification</b>   |  |                   |                 |
| a)       | Position/status  | Warby Ltd is a Person Closely Associated with Adam Warby, Chair of Ocado Group plc |                   |                 |
| 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<br><br>Identification code   | Ordinary shares in Ocado Group plc<br><br>ISIN GB00B3MBS747                        |                   |                 |
| b)       | Nature of the transaction  | Purchase of 100,000 Shares.  |                   |                 |
| c)       | Price(s) and volume(s)   | Price(s)   | Volume(s)         |                 |
|          |  | £2.25  | 100,000           |                 |
| d)       | Aggregated information<br><br>- Aggregated volume<br><br>- Price   | Price  | Aggregated volume | Aggregate total |
|          |  | £2.25  | 100,000           | £225,000        |
| e)       | Date of the transaction  | 13 March 2025  |                   |                 |
| f)       | Place of the transaction   | London Stock Exchange (LON)  |                   |                 |

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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