RNS Number: 5271F Ocado Group PLC 17 April 2025

DIRECTOR/PDMR NOTIFICATION OCADO GROUP PLC

17 April 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").

Details of the person discharg	ing managerial resp	onsibilities/	person o	closely associated		
Name	Tim Steiner					
Reason for the notification						
Position/status	Chief Executive Office	cer				
Initial notification/ Amendment	Initial notification					
Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
Name	Ocado Group plc					
LEI	213800LO8F61YB8MBC74					
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						
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)			
	£3.041		49			
	£0.00			7		
Aggregated information	Price	Aggregated volume		Aggregate total		
- Aggregated volume	£2.661	56		£149.01		
- Price						
Date of the transaction	15 April 2025					
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 213800L08F61YB8 Details of the transaction(s): section to be repeate of transaction; (iii) each date; and (iv) each place Description of the financial instrument, type of instrument Identification code ISIN GB00B3MBS7 Nature of the transaction Monthly purchase of Share Incentive Plant Price(s) and volume(s) Price(s) £3.041 £0.00 Aggregated information - Aggregated volume - Aggregated volume - Price Date of the transaction Is April 2025	Name Tim Steiner	Reason for the notification Position/status Chief Executive Officer Initial notification/ Amendment Initial notification Details of the issuer, emission auction monitor allowance market participant, auction participant, auction participant, auction participant participant, auction participant participant, auction particip		

1	Details of the person discharg	ing 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	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	Volume(s)	
		£3.041		49		
		£0.00		7		
d)	Aggregated information	Price	Aggregated volume		Aggregate total	
	- Aggregated volume - Price	£2.661	56		£149.01	
e)	Date of the transaction	15 April 2025				
)	Place of the transaction	London Stock Exchange (XLON)				

	Details of the person discharge	jing managerial re	sponsibilities/	person c	losely associated		
1 a)	Name	Stephen Daintith					
2	Reason for the notification		Otopi io i Daniati				
	reason for the notification						
a)	Position/status	Chief Financial Of	ficer				
b)	Initial notification/ Amendment	Initial notification	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)			
		£3.041		49			
		£0.00	£0.00		7		
d)	Aggregated information	Price	Aggregated volume	d	Aggregate total		
	 Aggregated volume 	£2.661	56		£149.01		
		1					
	- Price						
e)	- Price Date of the transaction	15 April 2025					

1	+	T				
a)	Name	James Matthews				
2	Reason for the notification					
a)	Position/status	CEO, Ocado Te	echnolo	ogy		
b)	Initial notification/ Amendment	Initial notification	n			
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	Ocado Group pl	С			
b)	LEI	213800L08F61YB8MBC74				
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) £3.041		Volume(s)		
					49	
		£0.00		7		
d)	Aggregated information	Price		Aggregated volume	t	Aggregate total
	- Aggregated volume	£2.661		56		£149.01
	- Price					
e)	Date of the transaction	15 April 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.

Person responsible for arranging the release of this announcement:

Megan Barnes
Head of Company Secretariat
Ocado Group plc
Buildings One & Two Trident Place
Mosquito Way
Hatfield
Hertfordshire
AL10 9UL

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 msc.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