

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").

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)	
		£3.041	49	
		£0.00	7	
d)	Aggregated information	Price	Aggregated volume	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)		

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)	
		£3.041	49	
		£0.00	7	
d)	Aggregated information	Price	Aggregated volume	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)		

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 Identification code	Ordinary shares in Ocado Group plc 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	7	
d)	Aggregated information	Price	Aggregated volume	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)		

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

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)	
			£3.041	49	
			£0.00	7	
	d)	Aggregated information	Price	Aggregated volume	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 ms@seg.com or visit www.ms.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

DSHUBSSRVWUSAAR