

DIRECTOR/PDMR NOTIFICATION  
OCADO GROUP PLC

17 July 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").

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>			
a)	Name	Tim Steiner		
<b>2</b>	<b>Reason for the notification</b>			
a)	Position/status	Chief Executive Officer		
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  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)	
		£2.333	64	
		£0.00	9	
d)	Aggregated information  - Aggregated volume  - Price	Price	Aggregated volume	Aggregate total
		£2.045	73	£149.31
e)	Date of the transaction	15 July 2025		
f)	Place of the transaction	London Stock Exchange (LON)		

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name	Mark Richardson	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	CEO, Ocado Intelligent Automation	
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  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)	
		£2.333	64	
		£0.00	9	
d)	Aggregated information  - Aggregated volume  - Price	Price	Aggregated volume	Aggregate total
		£2.045	73	£149.31
e)	Date of the transaction	15 July 2025		
f)	Place of the transaction	London Stock Exchange (X: LON)		

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>			
a)	Name	Stephen Daintith		
<b>2</b>	<b>Reason for the notification</b>			
a)	Position/status	Chief Financial Officer		
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  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)	
		£2.333	64	
		£0.00	9	
d)	Aggregated information  - Aggregated volume  - Price	Price	Aggregated volume	Aggregate total
		£2.045	73	£149.31
e)	Date of the transaction	15 July 2025		
f)	Place of the transaction	London Stock Exchange (X: LON)		

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

<b>1</b>	a) Name	James Matthews		
<b>2</b>	<b>Reason for the notification</b>			
a)	Position/status	Deputy CEO		
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  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)	
		£2.333	64	
		£0.00	9	
d)	Aggregated information  - Aggregated volume  - Price	Price	Aggregated volume	Aggregate total
		£2.045	73	£149.31
e)	Date of the transaction	15 July 2025		
f)	Place of the transaction	London Stock Exchange (XON)		

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](mailto: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](mailto:ms@seg.com) or visit [www.ms.com](http://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

DSHUBOSRVBUBAAR