



Who?

Ocado was established in the UK over 15 years ago and listed on the London Stock Exchange in July 2010. We are the world's largest dedicated online grocery retailer with over 500,000 active customers shopping with us today. Our objective is to provide our customers with the best shopping experience in terms of service, range and price, which builds a strong business and delivers long term value for our shareholders.

How?

We have developed a unique end-to-end operating solution for online grocery retail based on proprietary technology and IP, suitable for operating our own business and those of our commercial partners.

Why?

The world is changing fast, driven by different shopping habits and ever more advanced technology for the consumer. Grocery is the largest of all retail segments and is moving online. Moreover, the rapid growth of shopping using mobile devices opens new opportunities. We are well positioned to take advantage of these long-term structural trends for the benefit of our customers, partners and shareholders.



Why People Invest In Us

Largest dedicated online grocery supermarket in the world

1



More information on pages 14 & 15

Significant market opportunity in grocery, the largest retail segment

2



More information on pages 14 & 15

Ideally positioned to benefit from continuing channel shift to online

3



More information on pages 10 & 11

Proprietary intellectual property creating significant competitive advantages

4



More information on pages 20 to 23

Superior customer offering with leading service, range and price proposition

5



More information on pages 18 & 19

Operating model gives structural advantages

6



More information on pages 8 & 9

Operational leverage and virtuous cycle of growth and investment expanding margins

7



More information on pages 12 & 13

Commercialising intellectual property offering significant value creation from platform business

8



More information on pages 21 to 23

Proven management team driving strategy and execution

9



More information on pages 50 & 51

Actively promoting responsible business behaviour

10



More information on pages 42 to 47



Our Brands



Both our corporate identity and our core grocery brand used for our shop and own-label products.



End-to-end online grocery platform solution.



Our dedicated kitchen and dining store.



Our dedicated pet store.

Our Vision

Mission Statement

Delivering the world's most advanced end-to-end online solution, using it to power our retail businesses and those of our commercial partners.

Strategic Objectives

To continually develop and utilise our unique intellectual property, drive growth and maximise our efficiency to deliver long-term shareholder value.

Our Beliefs

“
Learn from
yesterday, deliver
today, innovate
for tomorrow.”