

Ocado Group plc

We (FULL NAME(S) IN BLOCK CAPITALS)
 of (ADDRESS IN BLOCK CAPITALS)
 hereby appoint the Chairman of the Meeting OR the following person (See Note 1 on reverse)

☐ Please tick here if this proxy appointment is one of multiple appointments being made by the same shareholder.
(See Note 2 on reverse)

We wish my/our proxy to vote as indicated below in respect of the resolutions to be proposed at the Meeting. Please give instructions to your proxy by ticking the appropriate box alongside each resolution. (See Note 6 on reverse)

	For	Against	Vote Withheld (See Note 7)	At the Proxy's Discretion (See Note 8)
Resolutions				
Ordinary resolutions				
1. To receive the Annual Report and Accounts	☐	☐	☐	☐
2. To approve the Remuneration Report	☐	☐	☐	☐
3. To re-appoint Lord Grade of Yarmouth +	☐	☐	☐	☐
4. To re-appoint David Grigson+	☐	☐	☐	☐
5. To re-appoint Tim Steiner+	☐	☐	☐	☐
6. To re-appoint Neill Abrams+	☐	☐	☐	☐
7. To re-appoint Andrew Bracey+	☐	☐	☐	☐
8. To re-appoint Jason Gissing+	☐	☐	☐	☐
9. To re-appoint Ruth Anderson+	☐	☐	☐	☐
10. To re-appoint Robert Gorrie+	☐	☐	☐	☐
11. To re-appoint Jörn Rausing+	☐	☐	☐	☐
12. To re-appoint David Young+	☐	☐	☐	☐
13. To re-appoint PricewaterhouseCoopers LLP as auditors	☐	☐	☐	☐
14. To authorise the Directors to determine the auditors' remuneration	☐	☐	☐	☐
15. Authority for political donations and political expenditure	☐	☐	☐	☐
16. Authority to allot shares	☐	☐	☐	☐
17. Expansion of the Ocado Joint Share Ownership Scheme	☐	☐	☐	☐
18. The establishment of the Ocado Share Incentive Plan	☐	☐	☐	☐
Special resolutions				
19. Authority to disapply pre-emption rights	☐	☐	☐	☐
20. Authority to purchase own shares	☐	☐	☐	☐
21. Notice of general meetings	☐	☐	☐	☐

+biographical details are included on pages 16 and 17 of the Company's Annual Report and Accounts

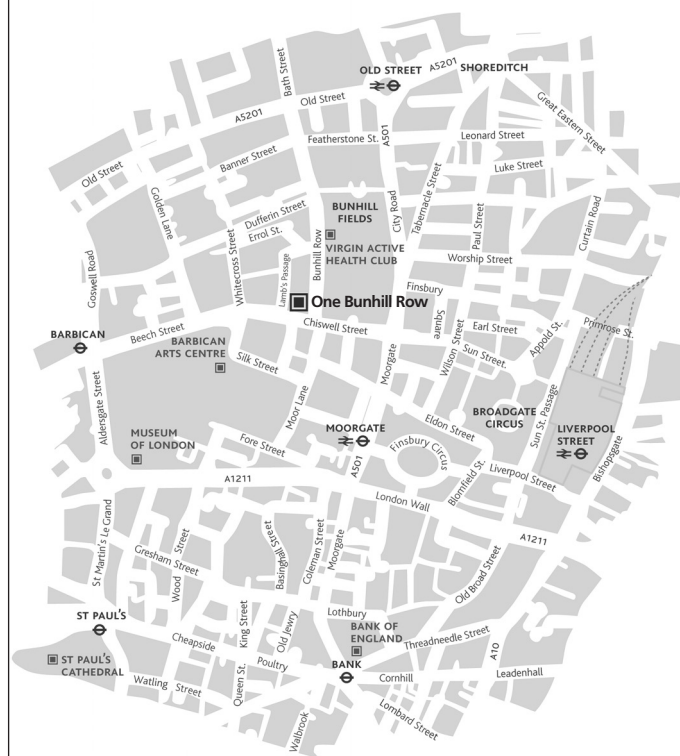
Signature _____

Date _____

(See Notes 3, 4, 5, 9 and 10 on reverse).

PLEASE TEAR OFF HERE

One Bunhill Row
London EC1Y 8YY
T +44 (0)20 7600 1200



EXPLANATORY NOTES:

1. If you wish to appoint as your proxy someone other than the Chairman of the Meeting, insert the name of your chosen proxy in the space provided in the first box. If the proxy is being appointed in relation to part of your holding only, please enter in the box next to the proxy's name the number of shares in relation to which they are authorised to act as your proxy. If this box is left blank they will be authorised in respect of your full voting entitlement.
2. To appoint more than one proxy, additional proxy forms may be obtained by contacting the Company's registrar, Capita Registrars or you may copy this form. If you are appointing more than one proxy, please indicate in the box next to the proxy holder's name the number of shares in relation to which they are authorised to act as your proxy and indicate by ticking the relevant box that the proxy appointment is one of multiple appointments being made. Multiple proxy appointments should be returned together in the same envelope. No proxy may be authorised to exercise votes which any other proxy has been authorised to exercise.
3. CREST members who wish to appoint a proxy or proxies through the CREST electronic proxy appointment service, may do so by using the procedures described in the CREST Manual (available via www.euroclear.com/CREST). CREST Personal Members or other CREST sponsored members and those CREST members who have appointed a service provider(s) should refer to their CREST sponsor or voting service provider(s) who will be able to take the appropriate action on their behalf.
4. In order for a proxy appointment or instruction made using the CREST service to be valid, the appropriate CREST message (a "CREST Proxy Instruction") must be properly authenticated in accordance with Euroclear UK & Ireland Limited's specifications, and must contain the information required for such instruction, as described in the CREST Manual. The message, regardless of whether it constitutes the appointment of a proxy or is an amendment to the instruction given to a previously appointed proxy must, in order to be valid, be transmitted so as to be received by the issuer's agent, Capita Registrars, (ID RA10) by 2pm on 9 May 2011. For this purpose, the time of receipt will be taken to be the time (as determined by the timestamp applied to the message by the CREST Application Host) from which the issuer's agent is able to retrieve the message by enquiry to CREST in the manner prescribed by CREST. After this time any change of instructions to proxies appointed through CREST should be communicated to the appointee through other means.
5. The Company may treat as invalid a CREST Proxy Instruction in the circumstances set out in Regulation 35(5)(a) of the Uncertificated Securities Regulations 2001.
6. In the absence of instructions, the person appointed proxy may vote or refrain from voting as he or she thinks fit on the specified resolutions and, unless instructed otherwise, the person appointed proxy may also vote or refrain from voting as he or she thinks fit on any other business (including amendments to resolutions) which may properly come before the meeting.
7. The "Vote Withheld" option is provided to enable you to refrain from voting on any particular resolution. However, it should be noted that a "Vote Withheld" is not a vote in law and will not be counted in the calculation of the proportion of the votes "For" and "Against" a resolution.
8. The "At the Proxy's Discretion" option is provided to enable you expressly to leave your voting decision to the discretion of your proxy. As set out in note 6 above, such discretion would also be afforded to your proxy were no voting instructions given.
9. This form must be signed and dated by the shareholder or his/her attorney duly authorised in writing. If the shareholder is a company, it may execute by the signature(s) of a duly authorised officer or attorney. In the case of joint holdings, any one holder may sign this form. The vote of the senior joint holder who tenders a vote, whether in person or by proxy, will be accepted to the exclusion of the votes of the other joint holders and for this purpose seniority will be determined by the order in which the names stand in the register of members in respect of the joint holding. The completion and return of this form will not preclude a shareholder from attending the meeting and voting in person.
10. To be valid, this form must be completed and lodged with the Company's registrar, Capita Registrars, at Capita Registrars, PXS, The Registry, 34 Beckenham Road, Beckenham, Kent, BR3 4TU or electronically at www.ocadoshares.com, together with the power of attorney or other authority (if any) under which it is signed or a certified copy of such authority, by 9 May 2011 at 2pm.

Please return Form of Proxy to:

PXS
34 Beckenham Road
BECKENHAM
BR3 4TU