

JD Sports Fashion Plc (the "Company")

Notification and Public Disclosure of a Transaction by a Director/Person Discharging Managerial Responsibilities

The Company announces that on 11 January 2023, Andrew Higginson (the Company's Non-Executive Chair), purchased a total of 159,704 ordinary shares of 0.05 pence each in the Company at an average price of 150.68 pence per ordinary share as set out below.

Following this acquisition, Andrew Higginson and Persons Closely Associated with him have a total interest in 458,646 shares, representing 0.01% of the issued share capital of the Company.

The Notification of Dealing Form set out below is provided in accordance with the requirements of the UK Market Abuse Regulation.

Notification of Dealing Form

| | | | |
|-----------|--|---|-------------|
| 1. | Details of the PDMR / person closely associated | | |
| a) | Name | Andrew Higginson | |
| 2. | Reason for the notification | | |
| a) | Position / status | Non-Executive Chair (Director/PDMR) | |
| b) | Initial notification / amendment | Initial notification | |
| 3. | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | |
| a) | Name | JD Sports Fashion Plc | |
| b) | LEI Code | 213800HROV6Y9MUU8375 | |
| 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 JD Sports Fashion Plc of 0.05 pence each | |
| | Identification code | GB00BM8Q5M07 | |
| b) | Nature of the transaction | Acquisition of Shares | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | 150.68p | 159,704 |
| d) | Aggregated information | Price(s) | Volume(s) |
| | | 150.68p | 458,646 |
| | | Total | £691,087.79 |
| e) | Date of the transaction | 11 January 2023 | |
| f) | Place of the transaction | London Stock Exchange XLON | |

Enquiries:

JD Sports Fashion Plc

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