

JD Sports Fashion Plc (the "Company")

Amended details: The Aggregated information section has been updated

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	Amendment		
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)	Total
		150.68p	159,704	£242,418.20
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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