

JD Sports Fashion Plc
 13 January 2023

JD Sports Fashion Plc
Grant of Buyout Award to Chief Executive Officer
Notification of Director/PDMR Shareholding

Further to the announcement on 20 December 2022, JD Sports Fashion Plc ('JD' or the 'Company'), the leading retailer of sports, fashion, and outdoor brands, announces that on 13 January 2023, Régis Schultz, the Company's Chief Executive Officer (CEO), acquired 996,066 of ordinary shares of 0.05 pence each in the Company. The shares were granted as a buyout award valued following his recent appointment. The buyout award granted is of equivalent value to the cash annual bonus, that was due to be paid to the CEO by his previous employer, which he forfeited upon commencing employment with the Company on 1 September 2022.

The buyout award has been delivered in shares (after application of tax and social security) in order to give Régis Schultz a stake in the business and align with the interests of shareholders.

The shares pursuant to this award are subject to the ongoing shareholding requirement recently introduced at the General Meeting as well as malus and clawback provisions, in line with the Directors' Remuneration Policy. The CEO has committed to retain the shares under the buyout award in order to build up to the shareholding requirement.

Following this award, Régis Schultz has a total interest in 996,066 shares, representing 0.02% 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.

Enquiries:

JD Sports Fashion Plc Tel: 0161 767 1000
 Andrew Higginson, Chair
 Régis Schultz, Chief Executive Officer
 Neil Greenhalgh, Chief Financial Officer
 Nim Cassidy, General Counsel and Company Secretary

FGS Global Tel: 0207 251 3801
 Rollo Head
 Jenny Davey
 James Thompson

1.	Details of the PDMR / person closely associated			
a)	Name	Régis Schultz		
2.	Reason for the notification			
a)	Position / status	Chief Executive Officer		
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		
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 pursuant to the buyout award		
c)	Price(s) and volume(s)	<table border="1" style="width: 100%;"> <tr> <td style="width: 50%;">Price(s)</td> <td style="width: 50%;">Volume(s)</td> </tr> </table>	Price(s)	Volume(s)
Price(s)	Volume(s)			

		Nil	996,066
d)	Aggregated information	Price(s)	Volume(s)
		Nil	996,066
e)	Date of the transaction	13 January 2023	
f)	Place of the transaction	Outside a trading venue	

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