

2 February 2023

**JD Sports Fashion Plc**

**Capital Markets Event - A New Distinct Chapter in the Growth Story of JD**

JD Sports Fashion Plc (the 'Group' or 'JD') is, today, holding a Capital Markets Event in which Régis Schultz, Chief Executive Officer ('CEO'), and his Management Team will give an update on the strategic approach for the Group over the next five years and how JD will enhance its position as the leading global sports-fashion specialist.

The presentation will focus on four main strategic pillars:

- JD brand first
- Complementary concepts
- Beyond physical retail
- People, partners and communities

As part of the event, the Management Team will set out further details on its growth strategy and key objectives for the next five years which include:

- Double digit revenue growth
- Double digit market share in key regions
- Double digit operating margin
- Capex of £500 million to £600 million per annum with 50% to 60% of spend focused on store expansion in underpenetrated markets with 250 to 350 new JD stores per annum
- Cash generation from operating activities of £1 billion per annum

The Capital Markets Day will be held in person for pre-registered sell side analysts and investors.

Régis Schultz, CEO of JD, said:

"Today marks a new, distinct chapter in the growth story of JD as we set our plans to become the leading global sports-fashion powerhouse. Building on our strong existing position and attractive long-term market dynamics, we see significant growth opportunities ahead by expanding JD internationally, notably in North America and Europe. We will also be enhancing our omnichannel retail offering, investing in technology and analytics, and leveraging our long-term strategic brand partnerships, to better serve more customers.

"Our track record of disciplined investment and strong retail execution means that JD is extremely well positioned to capitalise on its material headroom for growth globally and continue delivering value for shareholders."

**Enquiries:**

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Andy Higginson, Chair

Régis Schultz, Chief Executive Officer

Neil Greenhalgh, Chief Financial Officer

Alison Lees, Director of Investor Relations and Treasury

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Jenny Davey

James Thompson

Notes

*No new information will be provided on current trading further to the last trading update published on 11 January 2023, when the Group stated, assuming current exchange rates, that it estimates that the Group's headline profit before tax and exceptional items for the full year to 3 February 2024 will be just over £1 billion.*

*The presentation and a recording of the live webcast of today's event will be available on our corporate website later today.*

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