

**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 17 February 2023, Suzi Williams (Non-Executive Director), purchased a total of 27,579 ordinary shares of 0.05 pence each in the Company at an average price of 181.29 pence per ordinary share as set out below.

Following this acquisition, Suzi Williams has a total interest in 27,579 shares, representing 0.001% of the issued share capital of the Company.

In accordance with Company procedure, Suzi Williams sought the Company's permission for this transaction on 16 February 2023, and the Company granted permission that day. While the transaction was executed on 17 February 2023, due to an inadvertent oversight the Company was first notified of its execution on 1 March 2023.

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

<b>1.</b>	<b>Details of the PDMR / person closely associated</b>		
a)	Name	Suzi Williams	
<b>2.</b>	<b>Reason for the notification</b>		
a)	Position / status	Non-Executive Director (Director/PDMR)	
b)	Initial notification / amendment	Initial notification	
<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	JD Sports Fashion Plc	
b)	LEI Code	213800HROV6Y9MUU8375	
<b>4.</b>	<b>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</b>		
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares in JD Sports Fashion Plc of 0.05 pence each  GB00BM8Q5M07	
b)	Nature of the transaction	Acquisition of Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		181.29p per share	27,579
d)	Aggregated information	Price(s)	Volume(s)
		181.29p per share	27,579

e)	Date of the transaction	17 February 2023
f)	Place of the transaction	London Stock Exchange XLON

**Enquiries:**

**JD Sports Fashion Plc**

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