

5 July 2023

JD Sports Fashion Plc

Response to CMA Announcement

JD Sports Fashion Plc ("JD") notes the Competition and Markets Authority's ("CMA") press release earlier today regarding the issuance of a statement of objections relating to its previously announced investigation into suspected breaches of competition law by the following entities: Leicester City Football Club Limited and JD Sports Fashion Plc.

JD notes the following:

- JD brought the conduct to the CMA's attention in January 2021 and has co-operated fully with the CMA throughout this investigation.
- By bringing the matter to the CMA's attention JD was able to approach the CMA for leniency in accordance with the CMA's leniency policy.
- JD and the CMA subsequently signed a leniency agreement on 30 June 2023 under which the CMA has granted JD full immunity from any fines. In accordance with the CMA's leniency guidance, JD will continue to maintain complete and continuous cooperation with the CMA until the conclusion of its investigation.
- No current or former directors or senior management of JD were involved in the offending conduct, which took place in 2018-2021.
- JD has taken a number of steps to strengthen its competition compliance programme and the Board reaffirms its commitment to making the necessary resource available, internal and external, to ensure that this is embedded into its daily operations.

JD is committed to offering great value to its customers with a best-in-class omnichannel retail experience.

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