

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 11 July 2023, Andrew Long (Non-Executive Director), purchased a total of 20,000 ordinary shares of 0.05 pence each in the Company at an average price of 144.14 pence per ordinary share as set out below.

Following this acquisition, Andrew Long has a total interest in 45,000 shares, representing 0.0 %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 Long	
2.	Reason for the notification		
a)	Position / status	Non-Executive Director (PDMR)	
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	
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)
		144.14p	20,000
d)	Aggregated information	Price(s)	Volume(s)
		144.14p	20,000
		Total	£28,828.90
e)	Date of the transaction	11 July 2023	
f)	Place of the transaction	London Stock Exchange XLON	

Enquiries:

JD Sports Fashion Plc

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