

**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 19 January 2024, Andy Long (Non-Executive Director), purchased a total of 18,273 ordinary shares of 0.05 pence each in the Company at an average price of 109.4498 pence per ordinary share as set out below.

Following this acquisition, Andy Long has a total interest in 63,273 shares, representing 0.00% 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

<b>1.</b>	<b>Details of the PDMR / person closely associated</b>			
a)	Name	Andy Long		
<b>2.</b>	<b>Reason for the notification</b>			
a)	Position / status	Non-Executive 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	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)	
		109.4498	18,273	
d)	Aggregated information	Price(s)	Volume(s)	Total
		109.4498	18,273	£20,000
e)	Date of the transaction	19 January 2024		
f)	Place of the transaction	London Stock Exchange XLON		

**Enquiries:**

**JD Sports Fashion Plc**

Regis Schultz, Chief Executive Officer  
Theresa Casey, General Counsel & Company Secretary

Tel: 0161 767 1000

**FGS Global**

Rollo Head  
Jenny Davey  
James Thompson

Tel: 0207 251 3801

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