

11 June 2024

JD Sports Fashion Plc
Grant of Share Awards Notification

JD Sports Fashion Plc ('JD' or the 'Group') the leading retailer of sports, fashion, and outdoor brands, announces that on 10 June 2024, the Executive Directors noted below were granted deferred bonus awards in the form of nil cost options over ordinary shares.

Deferred Bonus Awards in respect of FY24

Bonus awards subject to stretching performance targets in line with the Group's Directors' Remuneration Policy were made under the JD Sports Fashion Plc Deferred Bonus Plan ('**DBP**') in respect of the 2024 financial year. Following the publication of the Group's financial results for FY24 and determination of the performance outcomes, bonuses shall be payable pursuant to the bonus awards which will be paid out 50% in cash and 50% in deferred shares in the form of nil cost options which shall vest after three years, subject to the rules of the DBP, including the provisions relating to malus and clawback.

The following awards have therefore been made:

PDMR	Award	Number of shares granted
Régis Schultz	FY24 DBP	175,281
Dominic Platt	FY24 DBP	18,712

The Notification of Dealing Form set out below is provided in accordance with the requirements of the UK Market Abuse Regulation.

Enquiries:

JD Sports Fashion Plc

Régis Schultz, Chief Executive Officer
 Dominic Platt, Chief Financial Officer
 Theresa Casey, General Counsel & Company Secretary
 Mark Blythman, Investor Relations Director

Tel: 0161 767 1000

FGS Global

Rollo Head
 Jenny Davey
 James Thompson

Tel: 0207 251 3801

1.	Details of the PDMR / person closely associated	
a)	Name	Régis Schultz
2.	Reason for the notification	
a)	Position / status	Chief Executive Officer
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
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	GBooBM8Q5M07

b)	Nature of the transaction	Grant of nil cost option over ordinary shares in JD Sports Fashion plc pursuant to the The JD Sports Fashion Plc Deferred Bonus Plan 2022				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>Nil</td> <td>175,281</td> </tr> </tbody> </table>	Price(s)	Volume(s)	Nil	175,281
Price(s)	Volume(s)					
Nil	175,281					
d)	Aggregated information	N/A				
e)	Date of the transaction	10 June 2024				
f)	Place of the transaction	Outside a trading venue				

1.	Details of the PDMR / person closely associated					
a)	Name	Dominic Platt				
2.	Reason for the notification					
a)	Position / status	Chief Financial Officer				
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				
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					
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