

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 9 July 2024, the spouse of Darren Shapland (Non-Executive Director), purchased a total of 40,000 ordinary shares of 0.05 pence each in the Company at an average price of 112.0845 pence per ordinary share as set out below.

Following this acquisition, Darren Shapland and Persons Closely Associated with him have a total interest in 40,000 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

1.	Details of the PDMR / person closely associated			
a)	Name	Wendy Shapland		
2.	Reason for the notification			
a)	Position / status	PCA of Darren Shapland 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)	
		112.0845	40,000	
d)	Aggregated information	Price(s)	Volume(s)	Total
		112.0845	40,000	£44,833.80
e)	Date of the transaction	9 July 2024		
f)	Place of the transaction	London Stock Exchange XLON		

Enquiries:

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