

13 September 2024

JD SPORTS FASHION PLC

DIRECTORATE APPOINTMENT

JD Sports Fashion Plc ('JD' or 'Group'), the leading global retailer of sports, fashion and outdoor brands, today announces that Prama Bhatt will join the Board as a Non-Executive Director, with effect from 23 September 2024. Prama will join the Nominations Committee and the Remuneration Committee and she will also join the board of JD's US subsidiary, Genesis Holdings Inc.

Prama Bhatt

Prama brings over 20 years of experience in omnichannel retailing, leading digital & eCommerce teams at Kenneth Cole Productions and Toys R Us. Most recently, she served as Chief Digital Officer of Ulta Beauty Inc., where she was instrumental in driving the Company's digital transformation and expanding its omnichannel presence. She also sits on the Compensation Committee and Board of Hormel Foods Inc.

Andrew Higginson, Chair, commented:

"I am delighted to welcome Prama to the JD Board. Following the acquisition of Hibbett Inc. earlier this year and recommendations made as part of the Board's recent external evaluation, the Board undertook a thorough search process, led by the Nominations Committee and using an external search firm, to recruit a US based Non-Executive Director to add that perspective and insight to Board discussions. Prama brings a wealth of relevant experience to the Board and, in particular, a deep understanding of the US retail landscape. "

There are no further matters which require to be disclosed pursuant to Listing Rule 9.6.13.

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