

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 21 November 2024, Andrew Higginson (Chair) and Andrew Long (Non-Executive Director) have each purchased ordinary shares of 0.05 pence each in the Company as follows:

Name	Shares purchased	Average price (pence)	Resulting total interest in Shares	% of issued share capital
Andrew Higginson	74,501	0.958	608,321	0.00%
Andrew Long	31,064	0.960498	94,337	0.00%

The Company further announces that on 21 November 2024, the spouse of Andrew Higginson (Chair), purchased a total of 29,687 ordinary shares of 0.05 pence each in the Company at an average price of 0.958 pence per ordinary share as set out below.

Following this acquisition, Andrew Higginson and Persons Closely Associated with him have a total interest in 608,321 shares, representing 0.00% of the issued share capital of the Company.

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

Notification of Dealing Forms

1.	Details of the PDMR / person closely associated			
a)	Name	Andrew Higginson		
2.	Reason for the notification			
a)	Position / status	Chair/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)	
		0.958	74,501	
d)	Aggregated information	Price(s)	Volume(s)	Total
		0.958	74,501	£71,371.96

e)	Date of the transaction	21 November 2024
f)	Place of the transaction	London Stock Exchange XLON

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 Identification code	Ordinary shares in JD Sports Fashion Plc of 0.05 pence each GB00BM8Q5M07	
b)	Nature of the transaction	Acquisition of Shares	
c)	Price(s) and volume(s)	Price(s) 0.960498	Volume(s) 31,064
d)	Aggregated information	Price(s) 0.960498	Volume(s) 31,064
		Total £29,836.91	
e)	Date of the transaction	21 November 2024	
f)	Place of the transaction	London Stock Exchange XLON	

1.	Details of the PDMR / person closely associated		
a)	Name	Angela Higginson	
2.	Reason for the notification		
a)	Position / status	PCA of Andrew Higginson Chair/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 Identification code	Ordinary shares in JD Sports Fashion Plc of 0.05 pence each GB00BM8Q5M07		
b)	Nature of the transaction	Acquisition of Shares		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		0.958	29,687	
d)	Aggregated information	Price(s)	Volume(s)	Total
		0.958	29,687	£28,440.15
e)	Date of the transaction	21 November 2024		
f)	Place of the transaction	London Stock Exchange XLON		

Enquiries:

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