

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 14 January 2025, Régis Schultz (CEO), purchased a total of 109,933 ordinary shares of 0.05 pence each in the Company at an average price of 90.06 pence per ordinary share as set out below.

Following this acquisition, Régis Schultz has a total interest in 5,428,975 shares, representing 0.001% 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.

1.	Details of the PDMR / person closely associated			
a)	Name	Régis Schultz		
2.	Reason for the notification			
a)	Position / status	Chief Executive Officer/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)	
		£0.9006	109,933	
d)	Aggregated information	Price(s)	Volume(s)	Total
		£0.9006	109,933	£99,005.66
e)	Date of the transaction	14 January 2025		
f)	Place of the transaction	London Stock Exchange XLON		

Enquiries:

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