

25 April 2025

J Sainsbury plc
(the 'Company')

Directors/PDMRs Shareholding

The Company was notified that, on 24 April 2025, the following Directors and Persons Discharging Managerial Responsibility ('PDMRs') exercised Leaders Share Awards granted under the J Sainsbury plc Long Term Incentive Plan 2016 (the 'LTIP Plan'). The awards exercised were granted as nil-cost options over ordinary shares of 28^{4/7} pence each in the Company ('Shares'). The Leaders Share Award vested in full after three years, in accordance with the achievement of the performance conditions.

PDMRs	Number of Shares Exercised	Number of Shares sold⁽¹⁾	Number of Shares retained
Bláthnáid Bergin (Director)	161,398	76,010 ⁽²⁾	85,388
Rhian Bartlett	385,956	181,764 ⁽²⁾	204,192
Graham Biggart	350,868	165,239 ⁽²⁾	185,629 ⁽³⁾
Patrick Dunne	153,950	72,503 ⁽²⁾	81,447
Mark Given	363,150	171,023 ⁽²⁾	192,127

(1) The Shares were sold on the London Stock Exchange at an average price of £2.5988 per Share.

(2) Sufficient Shares were sold to cover tax withholding obligations and the balance was retained.

(3) The retained Shares were transferred to a closely associated person.

On 24 April 2025, Shares were released to the following PDMRs granted under the LTIP Plan. There were no performance conditions applicable on the awards and were released upon vesting.

PDMRs	Number of Shares released	Number of Shares sold⁽¹⁾	Number of Shares retained
Simon Roberts (Director)	341,887	161,010 ⁽²⁾	180,877
Bláthnáid Bergin (Director)	87,528	41,221 ⁽²⁾	46,307
Rhian Bartlett	155,908	73,424 ⁽²⁾	82,484
Graham Biggart	139,965	65,916 ⁽²⁾	74,049 ⁽³⁾
Patrick Dunne	82,639	38,918 ⁽²⁾	43,721
Mark Given	144,560	68,080 ⁽²⁾	76,480
Clodagh Moriarty	155,908	73,425 ⁽²⁾	82,483

(1) The Shares were sold on the London Stock Exchange at an average price of £2.5988 per Share.

(2) Sufficient Shares were sold to cover tax withholding obligations and the balance was retained.

(3) The retained Shares were transferred to a closely associated person.

The Notification of Dealing Forms for each PDMR can be found below.

This notification is made in accordance with the requirements of the UK Market Abuse Regulation.

For further information please contact:

Enquiries

Investor Relations: James Collins +44 (0) 20 7695 0080

Media: Rebecca Reilly +44 (0) 20 7695 7295

Notification of dealing form

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Simon Roberts
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	J Sainsbury plc
b)	LEI	213800VGZAAJIKJ9Y484
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		
Transaction 1		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 28 ^{4/7} pence each
	Identification code	ISIN: GB00B019KW72
b)	Nature of the transaction	Release of Shares under the J Sainsbury plc Long Term Incentive Plan 2016
c)	Price(s) and volume(s)	Price(s)
		Nil
d)	Aggregated information	Aggregated price
		N/A
e)	Date of the transaction	24 April 2025
f)	Place of the transaction	Outside a trading venue
Transaction 2		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 28 ^{4/7} pence each
	Identification code	ISIN: GB00B019KW72
b)	Nature of the transaction	Sale of sufficient Shares to cover tax withholding obligations arising on the aforesaid release of Shares under the J Sainsbury plc Long Term Incentive Plan 2016
c)	Price(s) and volume(s)	Price(s)
		£2.5988
d)	Aggregated information	Aggregated price
		£418,432.79
e)	Date of the transaction	24 April 2025
f)	Place of the transaction	London Stock Exchange (LON)

Notification of dealing form

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Bláthnáid Bergin
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	J Sainsbury plc
b)	LEI	213800VGZAAJIKJ9Y484
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		
Transaction 1		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 28 ^{4/7} pence each
	Identification code	ISIN: GB00B019KW72

b)	Nature of the transaction	Exercise of options granted under the J Sainsbury plc Long Term Incentive Plan 2016	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil	161,398
d)	Aggregated information	Aggregated price	Aggregated volume
		N/A	N/A
e)	Date of the transaction	24 April 2025	
f)	Place of the transaction	Outside a trading venue	
Transaction 2			
a)	Description of the financial instrument, type of instrument	Ordinary shares of 28 ^{4/7} pence each	
	Identification code	ISIN: GB00B019KW72	
b)	Nature of the transaction	Sale of sufficient Shares to cover tax withholding obligations arising on exercising the aforesaid options under the J Sainsbury plc Long Term Incentive Plan 2016	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£2.5988	76,010
d)	Aggregated information	Aggregated price	Aggregated volume
		£197,534.79	76,010
e)	Date of the transaction	24 April 2025	
f)	Place of the transaction	London Stock Exchange (LON)	
Transaction 3			
a)	Description of the financial instrument, type of instrument	Ordinary shares of 28 ^{4/7} pence each	
	Identification code	ISIN: GB00B019KW72	
b)	Nature of the transaction	Release of Shares under the J Sainsbury plc Long Term Incentive Plan 2016	
c)	Price(s) and volume(s)	Price(s)	Price(s) and volume(s)
		Nil	87,528
d)	Aggregated information	Aggregated price	Aggregated information
		N/A	N/A
e)	Date of the transaction	24 April 2025	
f)	Place of the transaction	Outside a trading venue	
Transaction 4			
a)	Description of the financial instrument, type of instrument	Ordinary shares of 28 ^{4/7} pence each	
	Identification code	ISIN: GB00B019KW72	
b)	Nature of the transaction	Sale of sufficient Shares to cover tax withholding obligations arising on the aforesaid release of Shares under the J Sainsbury plc Long Term Incentive Plan 2016	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£2.5988	41,221
d)	Aggregated information	Aggregated price	Aggregated volume
		£107,125.13	41,221
e)	Date of the transaction	24 April 2025	
f)	Place of the transaction	London Stock Exchange (LON)	

Notification of dealing form

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Rhian Bartlett	

2	Reason for the notification	
a)	Position/status	Chief Commercial Officer - Sainsbury's
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	J Sainsbury plc
b)	LEI	213800VGZAAJIKJ9Y484
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	
Transaction 1		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 28 ^{4/7} pence each
	Identification code	ISIN: GB00B019KW72
b)	Nature of the transaction	Exercise of options granted under the J Sainsbury plc Long Term Incentive Plan 2016
c)	Price(s) and volume(s)	Price(s)
		Nil
d)	Aggregated information	Aggregated price
		N/A
e)	Date of the transaction	24 April 2025
f)	Place of the transaction	Outside a trading venue
Transaction 2		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 28 ^{4/7} pence each
	Identification code	ISIN: GB00B019KW72
b)	Nature of the transaction	Sale of Shares following the exercise of the aforesaid options under the J Sainsbury plc Long Term Incentive Plan 2016
c)	Price(s) and volume(s)	Price(s)
		£2.5988
d)	Aggregated information	Aggregated price
		£472,368.28
e)	Date of the transaction	24 April 2025
f)	Place of the transaction	London Stock Exchange (LON)
Transaction 3		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 28 ^{4/7} pence each
	Identification code	ISIN: GB00B019KW72
b)	Nature of the transaction	Release of Shares under the J Sainsbury plc Long Term Incentive Plan 2016
c)	Price(s) and volume(s)	Price(s)
		Nil
d)	Aggregated information	Aggregated price
		N/A
e)	Date of the transaction	24 April 2025
f)	Place of the transaction	Outside a trading venue
Transaction 4		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 28 ^{4/7} pence each
	Identification code	ISIN: GB00B019KW72

b)	Nature of the transaction	Sale of sufficient Shares to cover tax withholding obligations arising on the aforesaid release of Shares under the J Sainsbury plc Long Term Incentive Plan 2016	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£2.5988	73,424
d)	Aggregated information	Aggregated price	Aggregated volume
		£190,814.29	73,424
e)	Date of the transaction	24 April 2025	
f)	Place of the transaction	London Stock Exchange (LON)	

Notification of dealing form

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Graham Biggart	
2	Reason for the notification		
a)	Position/status	Managing Director Argos, Chief Strategy and Supply Officer	
b)	Initial notification /Amendment	Initial notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	J Sainsbury plc	
b)	LEI	213800VGZAAJJKJ9Y484	
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		
	Transaction 1		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 28 ^{4/7} pence each	
	Identification code	ISIN: GB00B019KW72	
b)	Nature of the transaction	Exercise of options granted under the J Sainsbury plc Long Term Incentive Plan 2016	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil	350,868
d)	Aggregated information	Aggregated price	Aggregated volume
		N/A	N/A
e)	Date of the transaction	24 April 2025	
f)	Place of the transaction	Outside a trading venue	
	Transaction 2		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 28 ^{4/7} pence each	
	Identification code	ISIN: GB00B019KW72	
b)	Nature of the transaction	Sale of sufficient Shares to cover tax withholding obligations arising on exercising the aforesaid options under the J Sainsbury plc Long Term Incentive Plan 2016	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£2.5988	165,239
d)	Aggregated information	Aggregated price	Aggregated volume
		£429,423.11	165,239
e)	Date of the transaction	24 April 2025	
f)	Place of the transaction	London Stock Exchange (LON)	
	Transaction 3		
a)	Description of the financial	Ordinary shares of 28 ^{4/7} pence each	

	Instrument, type of instrument	Ordinary shares of 28 ^{4/7} pence each	
	Identification code	ISIN: GB00B019KW72	
b)	Nature of the transaction	Transfer of remaining Shares to a Closely Associated Person	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil	185,629
d)	Aggregated information	Aggregated price	Aggregated volume
		N/A	N/A
e)	Date of the transaction	24 April 2025	
f)	Place of the transaction	Outside a trading venue	
Transaction 4			
a)	Description of the financial instrument, type of instrument	Ordinary shares of 28 ^{4/7} pence each	
	Identification code	ISIN: GB00B019KW72	
b)	Nature of the transaction	Release of Shares under the J Sainsbury plc Long Term Incentive Plan 2016	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil	139,965
d)	Aggregated information	Aggregated price	Aggregated volume
		N/A	N/A
e)	Date of the transaction	24 April 2025	
f)	Place of the transaction	Outside a trading venue	
Transaction 5			
a)	Description of the financial instrument, type of instrument	Ordinary shares of 28 ^{4/7} pence each	
	Identification code	ISIN: GB00B019KW72	
b)	Nature of the transaction	Sale of sufficient Shares to cover tax withholding obligations arising on the aforesaid release of Shares under the J Sainsbury plc Long Term Incentive Plan 2016	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£2.5988	65,916
d)	Aggregated information	Aggregated price	Aggregated volume
		£171,302.50	65,916
e)	Date of the transaction	24 April 2025	
f)	Place of the transaction	London Stock Exchange (LON)	
Transaction 6			
a)	Description of the financial instrument, type of instrument	Ordinary shares of 28 ^{4/7} pence each	
	Identification code	ISIN: GB00B019KW72	
b)	Nature of the transaction	Transfer of remaining Shares to a Closely Associated Person	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil	74,049
d)	Aggregated information	Aggregated price	Aggregated volume
		N/A	N/A
e)	Date of the transaction	24 April 2025	
f)	Place of the transaction	Outside a trading venue	

Notification of dealing form

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Patrick Dunne	

2	Reason for the notification	
a)	Position/status	Chief Property and Procurement Officer, MD Smart Charge
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	J Sainsbury plc
b)	LEI	213800VGZAAJJKJ9Y484
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	
Transaction 1		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 28 ^{4/7} pence each
	Identification code	ISIN: GB00B019KW72
b)	Nature of the transaction	Exercise of options granted under the J Sainsbury plc Long Term Incentive Plan 2016
c)	Price(s) and volume(s)	Price(s)
		Nil
d)	Aggregated information	Aggregated price
		N/A
e)	Date of the transaction	24 April 2025
f)	Place of the transaction	Outside a trading venue
Transaction 2		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 28 ^{4/7} pence each
	Identification code	ISIN: GB00B019KW72
b)	Nature of the transaction	Sale of sufficient Shares to cover tax withholding obligations arising on exercising the aforesaid options under the J Sainsbury plc Long Term Incentive Plan 2016
c)	Price(s) and volume(s)	Price(s)
		£2.5988
d)	Aggregated information	Aggregated price
		£188,420.80
e)	Date of the transaction	24 April 2025
f)	Place of the transaction	London Stock Exchange (LON)
Transaction 3		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 28 ^{4/7} pence each
	Identification code	ISIN: GB00B019KW72
b)	Nature of the transaction	Release of Shares under the J Sainsbury plc Long Term Incentive Plan 2016
c)	Price(s) and volume(s)	Price(s)
		Nil
d)	Aggregated information	Aggregated price
		N/A
e)	Date of the transaction	24 April 2025
f)	Place of the transaction	Outside a trading venue
Transaction 4		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 28 ^{4/7} pence each

	Identification code	ISIN: GB00B019KW72	
b)	Nature of the transaction	Sale of sufficient Shares to cover tax withholding obligations arising on the aforesaid release of Shares under the J Sainsbury plc Long Term Incentive Plan 2016	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£2.5988	38,918
d)	Aggregated information	Aggregated price	Aggregated volume
		£101,140.10	38,918
e)	Date of the transaction	24 April 2025	
f)	Place of the transaction	London Stock Exchange (X LON)	

Notification of dealing form

1	Details of the person discharging managerial responsibilities / person closely associated				
a)	Name	Mark Given			
2	Reason for the notification				
a)	Position/status	Chief Marketing, Data and Sustainability Officer			
b)	Initial notification /Amendment	Initial notification			
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor				
a)	Name	J Sainsbury plc			
b)	LEI	213800VGZAAJIKJ9Y484			
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				
	Transaction 1				
a)	Description of the financial instrument, type of instrument	Ordinary shares of 28 ⁴ / ₇ pence each			
	Identification code	ISIN: GB00B019KW72			
b)	Nature of the transaction	Exercise of options granted under the J Sainsbury plc Long Term Incentive Plan 2016			
c)	Price(s) and volume(s)	Price(s)	Volume(s)		
		Nil	363,150		
d)	Aggregated information	Aggregated price	Aggregated volume		
		N/A	N/A		
e)	Date of the transaction	24 April 2025			
f)	Place of the transaction	Outside a trading venue			
	Transaction 2				
a)	Description of the financial instrument, type of instrument	Ordinary shares of 28 ⁴ / ₇ pence each			
	Identification code	ISIN: GB00B019KW72			
b)	Nature of the transaction	Sale of sufficient Shares to cover tax withholding obligations arising on exercising the aforesaid options under the J Sainsbury plc Long Term Incentive Plan 2016			
c)	Price(s) and volume(s)	Price(s)	Volume(s)		
		£2.5988	171,023		
d)	Aggregated information	Aggregated price	Aggregated volume		
		£444,454.57	171,023		
e)	Date of the transaction	24 April 2025			
f)	Place of the transaction	London Stock Exchange (X LON)			
	Transaction 3				

a)	Description of the financial instrument, type of instrument	Ordinary shares of 28 ^{4/7} pence each	
	Identification code	ISIN: GB00B019KW72	
b)	Nature of the transaction	Release of Shares under the J Sainsbury plc Long Term Incentive Plan 2016	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil	144,560
d)	Aggregated information	Aggregated price	Aggregated volume
		N/A	N/A
e)	Date of the transaction	24 April 2025	
f)	Place of the transaction	Outside a trading venue	
Transaction 4			
a)	Description of the financial instrument, type of instrument	Ordinary shares of 28 ^{4/7} pence each	
	Identification code	ISIN: GB00B019KW72	
b)	Nature of the transaction	Sale of sufficient Shares to cover tax withholding obligations arising on the aforesaid release of Shares under the J Sainsbury plc Long Term Incentive Plan 2016	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£2.5988	68,080
d)	Aggregated information	Aggregated price	Aggregated volume
		£176,926.30	68,080
e)	Date of the transaction	24 April 2025	
f)	Place of the transaction	London Stock Exchange (LON)	

Notification of dealing form

1	Details of the person discharging managerial responsibilities / person closely associated				
a)	Name	Clodagh Moriarty			
2	Reason for the notification				
a)	Position/status	Chief Retail and Technology Officer			
b)	Initial notification /Amendment	Initial notification			
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor				
a)	Name	J Sainsbury plc			
b)	LEI	213800VGZAAJIKJ9Y484			
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				
Transaction 1					
a)	Description of the financial instrument, type of instrument	Ordinary shares of 28 ^{4/7} pence each			
	Identification code	ISIN: GB00B019KW72			
b)	Nature of the transaction	Release of Shares under the J Sainsbury plc Long Term Incentive Plan 2016			
c)	Price(s) and volume(s)	Price(s)	Volume(s)		
		Nil	155,908		
d)	Aggregated information	Aggregated price	Aggregated volume		
		N/A	N/A		
e)	Date of the transaction	24 April 2025			
f)	Place of the transaction	Outside a trading venue			
Transaction 2					

a)	Description or the financial instrument, type of instrument	Ordinary shares of 28 ^{4/7} pence each	
	Identification code	ISIN: GB00B019KW72	
b)	Nature of the transaction	Sale of sufficient Shares to cover tax withholding obligations arising on the aforesaid release of Shares under the J Sainsbury plc Long Term Incentive Plan 2016	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£2.5988	73,425
d)	Aggregated information	Aggregated price	Aggregated volume
		£190,816.89	73,425
e)	Date of the transaction	24 April 2025	
f)	Place of the transaction	London Stock Exchange (LON)	

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