

JD Sports Fashion Plc
Grant of LTIP Awards Notification
Director/PDMR Shareholding

JD Sports Fashion Plc ('JD' or the 'Group'), the leading retailer of sports, fashion, and outdoor brands, announces that on 10 November 2025, the Executive Directors noted below were granted long term incentive awards in the form of nil cost options over ordinary shares.

LTIP Awards in respect of FY26

At the Group's Annual General Meeting on 2 July 2025, shareholders approved JD's revised Directors' Remuneration Policy ('Policy'). The revised Policy introduces LTIP awards for the Executive Directors that integrate both performance-based elements (i.e. Performance Share Plan ('PSP')) and time-based elements (i.e. Restricted Share Plan ('RSP')). In line with the revised Policy, the following awards have been made under the JD Sports Fashion Plc Long Term Incentive Plan 2022 ('LTIP'):

| PDMR | Award | Number of shares granted |
|---------------|-----------------|--------------------------|
| Régis Schultz | FY26 LTIP - PSP | 3,265,243 |
| | FY26 LTIP - RSP | 653,049 |
| Dominic Platt | FY26 LTIP - PSP | 1,835,187 |
| | FY26 LTIP - RSP | 367,038 |

The FY26 PSP awards are subject to the following performance conditions:

| Performance condition | Percentage of LTIP | Threshold (25%) | Maximum (100%) |
|--|--------------------|---|----------------|
| Adjusted Earnings Per Share in FY28 | 50% | 12.90p | 15.00p |
| Cumulative Free Cash Flow over FY26 - FY28 | 30% | £1.4bn | £1.75bn |
| Strategic Measures* | 20% | Delivery of Supply Chain Benefits Delivery of US synergies | |

**Targets are commercially sensitive and will be disclosed at the end of the performance period*

The FY26 RSP awards are subject to an underpin which will take the form of a retrospective discretionary assessment by the Remuneration Committee of factors such as profit performance relative to market expectations and shareholder returns over the vesting period.

Both the PSP and RSP awards are subject to a 3 year vesting period from the date of grant and an additional 2 year post vesting holding period.

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

Enquiries:

JD Sports Fashion Plc

Régis Schultz, Chief Executive Officer
Dominic Platt, Chief Financial Officer
Theresa Casey, General Counsel & Company Secretary
Maj Nazir, Investor Relations Director

Tel: 0161 767 1000

FGS Global

Rollo Head
Jenny Davey
James Thompson

Tel: 0207 251 3801

| | | |
|----|--|---------------|
| 1. | Details of the PDMR / person closely associated | |
| a) | Name | Régis Schultz |
| 2. | Reason for the notification | |

| | | | | | | |
|-----------------------------|---|--|----------|-----------|-----|-----------|
| 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 | JD Sports Fashion Plc | | | | |
| b) | Legal Entity Identifier | 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 | | | | | |
| | Description of the financial instrument, type of instrument | Ordinary shares in JD Sports Fashion Plc of 0.05 pence each | | | | |
| a) | Identification code | GB00BM8Q5M07 | | | | |
| b) | Nature of the transaction | Grant of performance-based nil cost option over ordinary shares of JD Sports Fashion plc pursuant to The JD Sports Fashion Plc Long Term Incentive Plan 2022 | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>Nil</td><td>3,265,243</td></tr></table> | Price(s) | Volume(s) | Nil | 3,265,243 |
| Price(s) | Volume(s) | | | | | |
| Nil | 3,265,243 | | | | | |
| d) | Aggregated information | N/A | | | | |
| e) | Date of the transaction | 10 November 2025 | | | | |
| f) | Place of the transaction | Outside a trading venue | | | | |

| | | | | | | | |
|----------|---|---|--|----------|-----------|-----|---------|
| 1. | Details of the PDMR / person closely associated | | | | | | |
| a) | Name | Régis Schultz | | | | | |
| 2. | Reason for the notification | | | | | | |
| a) | Position / status | Chief Executive Officer | | | | | |
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| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>Nil</td><td>653,049</td></tr></table> | | Price(s) | Volume(s) | Nil | 653,049 |
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| Nil | 653,049 | | | | | | |
| d) | Aggregated information | N/A | | | | | |
| e) | Date of the transaction | 10 November 2025 | | | | | |
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| | | |
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| 1. Details of the PDMR / person closely associated | | |
| a) | Name | Dominic Platt |
| 2. Reason for the notification | | |
| a) | Position / status | Chief Financial Officer |
| b) | Initial notification / amendment | Initial notification |
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| Price(s) | Volume(s) | | | | | | |
| Nil | 1,835,187 | | | | | | |
| d) | Aggregated information | N/A | | | | | |
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| a) | Name | Dominic Platt | | | | |
| 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 | | | | | | |
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