

JD Sports Fashion Plc (the "Company")

Notification and Public Disclosure of Transactions (Historic Omissions) by a Director/Person Discharging Managerial Responsibilities

The Company announces that, following an internal administrative review, it has identified that a number of historic acquisitions of ordinary shares, where dividends payments had been reinvested into shares, by Persons Discharging Managerial Responsibilities ("PDMRs") were not notified to the market at the relevant times due to an unintentional oversight.

These omissions occurred between 9 August 2023 and 3 December 2025.

The total number of shares acquired across all missed periods is 27,545 shares for Régis Schultz and 3,182 shares for Dominic Platt. Detailed notifications for each individual transaction are set out below:

Following this acquisition, Régis Schultz has a total interest in 1,224,865 shares, representing 0.02% of the issued share capital of the Company and Dominic Platt has a total interest in 141,693 shares, representing less than 0.01% 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 Form

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	Purchase of shares through the Dividend Reinvestment Plan.			
c)	Price(s) and volume(s)	Price(s)	Volume(s)	Total GBP £	Date of Transaction
		147.9039p	4,488	6637.93	9 August 2023
		116.036p	2,572	2984.45	10 January 2024
		113.477p	5,276	5987.05	17 July 2024
		104.4506p	3,168	3309.00	11 December 2024
		87.118p	7,700	6711.37	16 July 2025

		07.440p	1,109	0741.37	10 July 2025
		77.217p	4,332	3345.04	3 December 2025
d)	Aggregated information	Price(s)	Volume(s)	Total	
		105.30p	27,545	£29,004.82	
e)	Date of the transaction	As above			
f)	Place of the transaction	London Stock Exchange XLON			

1.	Details of the PDMR / person closely associated				
a)	Name	Dominic Platt			
2.	Reason for the notification				
a)	Position / status	Chief Financial 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 Identification code	Ordinary shares in JD Sports Fashion Plc of 0.05 pence each GB00BM8Q5M07			
b)	Nature of the transaction	Purchase of shares through the Dividend Reinvestment Plan.			
c)	Price(s) and volume(s)	Price(s)	Volume(s)	Total GBP £	Date of Transaction
		116.036p	354	410.77	10 January 2024
		113.477p	729	827.25	17 July 2024
		104.4506p	437	456.45	11 December 2024
		87.448p	1,065	931.32	16 July 2025
		77.217p	597	460.99	3 December 2025
d)	Aggregated information	Price(s)	Volume(s)	Total	
		97p	3,182	£3,086.77	
e)	Date of the transaction	As above			
f)	Place of the transaction	London Stock Exchange XLON			

Enquiries:

JD Sports Fashion Plc
1000

Theresa Casev. General Counsel & Company Secretary

Tel: 0161 767

Michael Casey, General Counsel or Company Secretary

Maj Nazir, Investor Relations Director

FGS Global

251 3801

Rollo Head

James Thompson

Tel: 0207

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