

20 May 2026

JD Sports Fashion plc
Grant of Share Awards and Exercise of Options Notification
Deferred Bonus Awards in respect of FY26

JD Sports Fashion Plc ('JD' or the 'Group') the leading retailer of sports, fashion, and outdoor brands, announces that, in accordance with the Group's Directors' Remuneration Policy, the Executive Directors noted below were granted deferred bonus awards under the JD Sports Fashion Plc Deferred Bonus Plan ('**DBP**') in respect of the 2026 financial year on 19 May 2026. The deferred bonus awards shall vest after three years, subject to the rules of the DBP, including the provisions relating to malus and clawback.

The following awards have therefore been made:

PDMR	Award	Number of shares granted	Form of award
Régis Schultz	FY26 DBP	820,314	Conditional share award
Dominic Platt	FY26 DBP	461,047	Nil cost options

Exercise of Nil-Cost Option

JD Sports Fashion Plc announces that on 19 May 2026, Régis Schultz, Chief Executive Officer, exercised a nil-cost option over 538,908 ordinary shares of 0.05 pence pursuant to the FY25 deferred bonus award, which included 6,573 rolled up dividend shares. The tax arising from the exercise has been settled personally by Régis and the resulting shares acquired on exercise remain subject to restrictions in accordance with the terms of the award and the Group's Directors' Remuneration Policy and the Rules of the DBP.

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, Director of Investor Relations

Headland

Lucy Legh
Rob Walker
Eleanor Evans

Tel: 020 3805 4822

Tel: 0161 767 1000

1.	Details of the PDMR / person closely associated	
a)	Name	Régis Schultz
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	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	
		Ordinary shares in JD Sports Fashion Plc of 0.05 pence each

	Description of the financial instrument, type of instrument					
a)	Identification code	GB00BM8Q5M07				
b)	Nature of the transaction	Grant of conditional share award over ordinary shares in JD Sports Fashion plc pursuant to The JD Sports Fashion Plc Deferred Bonus Plan 2022				
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>Nil</td><td>820,314</td></tr></table>	Price(s)	Volume(s)	Nil	820,314
Price(s)	Volume(s)					
Nil	820,314					
d)	Aggregated information	N/A				
e)	Date of the transaction	19 May 2026				
f)	Place of the transaction	Outside a trading venue				

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					
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 nil cost option over ordinary shares in JD Sports Fashion plc pursuant to The JD Sports Fashion Plc Deferred Bonus Plan 2022					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>Nil</td><td>461,047</td></tr></table>		Price(s)	Volume(s)	Nil	461,047
Price(s)	Volume(s)						
Nil	461,047						
d)	Aggregated information	N/A					
e)	Date of the transaction	19 May 2026					
f)	Place of the transaction	Outside a trading venue					

4.	Details of the PDMR / person closely associated	
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1.	Details of the FDMR / person closely associated					
a)	Name	Régis Schultz				
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	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	Exercise of nil cost option over ordinary shares in JD Sports Fashion plc pursuant to The JD Sports Fashion Plc Deferred Bonus Plan 2022				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>Nil</td> <td>538,908</td> </tr> </tbody> </table>	Price(s)	Volume(s)	Nil	538,908
Price(s)	Volume(s)					
Nil	538,908					
d)	Aggregated information	N/A				
e)	Date of the transaction	19 May 2026				
f)	Place of the transaction	Outside a trading venue				

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