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JD Sports Fashion plc DIRECTORATE CHANGE

Resignation of Non-Executive Director, Kath Smith

JD Sports Fashion plc ('JD' or 'the Group'), a leading global omni-channel retailer of sports, fashion and outdoor brands, today announces that after more than 7 years with JD, Senior Independent Director (SID), Kath Smith, will stand down from her position on the Board from 19 January 2027.

Kath has served on the Board since May 2019 and was appointed Senior Independent Director and Designated Workforce Engagement Non-Executive Director (NED) in February 2022 and led the process to appoint Peter Agnefjäll as non-executive Chair, who joined the Board on 1 September 2026.

Throughout her tenure, Kath was also a member of the Audit & Risk, Nominations and ESG Committees. She also served as interim CEO from May 2022 until September 2022 and on the Remuneration Committee from February 2020 until October 2022.

In her position as Workforce Engagement NED, Kath was actively engaged with colleagues across the Group, including through employee mentoring, and was a committed supporter of JD's inclusion initiatives, participating in International Women's Day, 'JD UP' and The JD Foundation Gala.

An independent search process to identify Kath's replacement has commenced.

Peter Agnefjäll, Chair of the Board, said: "I would personally like to thank Kath for her guidance and support during my induction as Chair. Also, on behalf of the Board, I would like to thank Kath for her service, commitment and significant contribution to the business since joining the Board in 2019. We wish her all the best in her future endeavours."

Régis Schultz, Chief Executive Officer, said: "Kath has offered great counsel and support both to me and the wider business during her tenure as Senior Independent Director. Her extensive experience and deep understanding of our brand partners has been invaluable to JD, and instrumental in helping us to strengthen our Group-wide proposition. On behalf of the senior leadership team, I'd like to extend my sincere thanks to Kath for everything she's done over the last seven years."

Kath Smith, Senior Independent Director, commented: "The step change in JD in recent years is significant, with high calibre leadership in place and significant investment across the organisation to build solid foundations for future growth. JD offers a genuinely unique proposition to the market, supported by carefully curated retail destinations and outstanding in-store teams that I have spent a lot of time with in my role."

The business is fundamentally in a strong place and I'm looking forward to watching the next phase of its journey. I'd like to take the opportunity to thank everyone at JD and all its shareholders for their support and engagement throughout my time with the business."

This announcement is made in accordance with UK Listing Rule 6.4.6(R).

-ENDS-

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About JD Sports Fashion plc

Founded in 1981, JD Group is a leading global omni-channel retailer of sports, fashion and outdoor brands. With 4,766 stores across 35 countries, our fascias – including JD, Size?, Courir, DTLR, Shoe Palace, Hibbett, Sprinter, Sport Zone, Cosmos and Go Outdoors – deliver multi-brand and multi-category propositions that blend agility with trend-driven curation. JD Group also operates 104 JD Gyms sites in the UK, and 83 franchised stores in a further 15 countries.

We leverage our deep understanding of our customers, close relationships with established and emerging brands, and our exclusive product and own brands portfolio to deliver leading-edge athleisure, performance and streetwear products that address the very latest trends across footwear and apparel. We deliver this via our customer-focused omni-channel proposition that combines vibrant, theatrical stores – where sports fashion meets music and youth culture – with cutting-edge digital experiences.

Our vision is to inspire the emerging generation of customers through a connection to the universal culture of sport, music and fashion. We drive this vision forward via our four strategic pillars: **JD Brand First**, first priority, first in the world; leveraging our **Complementary Concepts** to support JD Group's regional expansion; moving **Beyond Physical Retail** by building the right infrastructure and creating a lifestyle ecosystem of relevant products and services; and doing the right thing for our **People, Partners & Communities**.

JD Sports Fashion plc is a constituent of the FTSE 100 index.

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