



NEWS RELEASE

Director/PDMR Shareholding

2024-10-28

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JD Sports Fashion PLC

28 October 2024

JD Sports Fashion Plc

28 October 2024

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 28 October 2024, 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 FY25

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 | FY25 LTIP | 1,623,948 |
| Dominic Platt | FY25 LTIP | 833,649 |

The FY25 awards are subject to the following performance conditions:

| EPS performance condition | Threshold (25% of maximum) | Maximum (100% of maximum) |
|-----------------------------------|-----------------------------|----------------------------|
| FY27 Adjusted Earnings Per Share* | 2.5% p.a. growth (13.81p**) | 10% p.a. growth (17.06p**) |

* *Adjusted Earnings Per Share is calculated using "Profit Before Tax and Adjusting items" as reported from FY25 onwards. This amount will then be tax adjusted for an effective tax rate, and exclude profit after tax and adjusting items attributable to non-controlling interests to determined adjusted profit after tax and adjusting items attributable to equity shareholders. This is then divided by shares in issuance at the end of FY27.*

***The restated Adjusted Earnings Per Share for FY24 of 12.82p is currently unaudited, and will be audited as part of the FY25 audit, and so could potentially change.*

The LTIP award will also be subject to an ESG underpin such that the vested award will reduce by up to 20% on a "hit or miss" basis for each of two metrics if ESG performance of the Group is deemed not to be satisfactory over the relevant performance period, based on an assessment by the Remuneration Committee of the following conditions:

- 10% based on achievement of an Employee Engagement Survey Participation score in the final year of the performance period (based on results expected to be released in December 2026) at least equal to 79% participation;
- 10% based on achievement of a Climate Change rating of at least B by Carbon Disclosure Project (CPD) in the final financial year of the performance 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

Andrew Higginson, Chair
 Régis Schultz, Chief Executive Officer
 Theresa Casey, General Counsel & Company Secretary
 Mark Blythman, 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 | |
| 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 | | | | |
| 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 GBooBM8Q5Mo7 | | | | |
| b) | Nature of the transaction | Grant of performance-based nil cost option over ordinary shares of JD Sports Fashion plc pursuant to the The JD Sports Fashion Plc Long Term Incentive Plan 2022 | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <tr> <td>Price(s)</td><td>Volume(s)</td></tr> <tr> <td>Nil</td><td>1,623,948</td></tr> </table> | Price(s) | Volume(s) | Nil | 1,623,948 |
| Price(s) | Volume(s) | | | | | |
| Nil | 1,623,948 | | | | | |
| d) | Aggregated information | N/A | | | | |
| e) | Date of the transaction | 28 October 2024 | | | | |
| 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 | | | | |
| 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 GBooBM8Q5M07 | | | | |
| b) | Nature of the transaction | Grant of performance-based nil cost option over ordinary shares of JD Sports Fashion plc pursuant to the The JD Sports Fashion Plc Long Term Incentive Plan 2022 | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <tr> <td>Price(s)</td><td>Volume(s)</td></tr> <tr> <td>Nil</td><td>833,649</td></tr> </table> | Price(s) | Volume(s) | Nil | 833,649 |
| Price(s) | Volume(s) | | | | | |
| Nil | 833,649 | | | | | |
| d) | Aggregated information | N/A | | | | |
| e) | Date of the transaction | 28 October 2024 | | | | |
| f) | Place of the transaction | Outside a trading venue | | | | |

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