

### JD Sports Fashion Plc (the "Company")

#### Notification and Public Disclosure of a Transaction by a Director/Person Discharging Managerial Responsibilities

The Company announces that on 8 August 2022 and 9 August 2022 June 2022, Andrew Higginson (the Company's Non-Executive Chair), purchased a total of 292,725 ordinary shares of 0.05 pence each in the Company at an average price of 132.66 pence per ordinary share as set out below.

Following this acquisition, Andrew Higginson has a total interest in 298,942 shares, representing 0.01% of the issued share capital of the Company.

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

#### Notification of Dealing Form

|   |  |   |           |
|---|--|---|-----------|
| <b>1. Details of the PDMR / person closely associated</b>   |  |   |           |
| a)  | Name   | Andrew Higginson  |           |
| <b>2. Reason for the notification</b>   |  |   |           |
| a)  | Position / status  | Non-Executive Chair (Director/PDMR)   |           |
| b)  | Initial notification / amendment   | Initial notification  |           |
| <b>3. Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>   |  |   |           |
| a)  | Name   | JD Sports Fashion Plc   |           |
| b)  | LEI Code   | 213800HROV6Y9MUU8375  |           |
| <b>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</b> |  |   |           |
| a)  | Description of the financial instrument, type of instrument<br><br>Identification code | Ordinary shares in JD Sports Fashion Plc of 0.05 pence each<br><br>GB00BM8Q5M07 |           |
| b)  | Nature of the transaction  | Acquisition of Shares   |           |
| c)  | Price(s) and volume(s)   | Price(s)  | Volume(s) |
|   |  | 132.67p per share   | 292,725   |
|   |  | 132.32p per share   | 6,217     |
| d)  | Aggregated information   | Price(s)  | Volume(s) |
|   |  | 132.66p per share   | 298,942   |

|    |                          |                               |
|----|--------------------------|-------------------------------|
|    |                          |                               |
| e) | Date of the transaction  | 8 August 2022 / 9 August 2022 |
| f) | Place of the transaction | London Stock Exchange XLON    |

**Enquiries:**

**JD Sports Fashion Plc**

Andrew Higginson, Chair  
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