



Notice of availability

Important – please read carefully

You can now access the Notice of General Meeting at <https://www.jdplc.com/investor-relations>

To access these documents, you will need Adobe Acrobat Reader installed. This notification should not be regarded as a substitute for reading those documents. If at any point you should wish to opt out of receiving documents via our website, then you may do so in writing to our registrars at: Equiniti Limited, Aspect House, Spencer Road, Lancing, West Sussex, BN99 6DA.

Deadline for receipt of Form of Proxy

Please note the deadline for receiving proxy appointments is **9.00am on Friday, 9 December 2022.**

You may submit your proxy appointment electronically through our registrar's (Equiniti Limited) online portfolio service, Shareview.

The General Meeting of JD Sports Fashion Plc

Barcode:

Shareholder reference number:

JD Sports Fashion PLC – Proxy form for use at the 2022 General Meeting

Please refer to the notes on the reverse of the attendance card before completing the form

Before completing this proxy form, please read the Notice of the 2022 General Meeting, together with the Notes on the reverse of this card.

Shareholder reference number:

I / We being a member / members of JD Sports Fashion PLC (the 'Company') hereby appoint the Chair of the meeting, or

..... (See Notes 2 to 4)

as my / our proxy to exercise all or any of my / our rights on my / our behalf at the general meeting of the Company to be held at the Head Office of JD Sports Fashion Plc, Edinburgh House, Hollinsbrook Way, Pilsworth, Bury, Lancashire, BL9 8RR at 9.00 am on Tuesday 13 December 2022 (the 'GM') and at any adjournment.

The number of shares in respect of which my / our proxy is authorised to act (if less than the full voting entitlement) is: (See Notes 5 and 6)

☐ Tick box if this proxy appointment is one of multiple proxy appointments (See Note 6).

I / We direct my / our proxy to vote on the following resolutions as I / we have indicated below by marking the appropriate box with an 'X'. If no indication is given, my / our proxy will vote (or refrain from voting) at his or her discretion and I / we authorise my / our proxy to vote (or refrain from voting) as he or she thinks fit in relation to any other matter which is properly put before the GM (See Note 7).

Resolutions

Please mark ☒ to indicate how you wish to vote

1. To approve the Directors' Remuneration Policy, as set out in the Appendix to the Notice of General Meeting (subject to such minor amendments as the Remuneration Committee of the Company may consider necessary or desirable), and to authorise the Directors of the Company to do all acts necessary to put this resolution into effect.

For
Against
Withheld

☐☐☐

2. To approve the establishment of the JD Sports Fashion Plc Long Term Incentive Plan 2022 (the 'LTIP'), a summary of the key terms of which is set out in the Appendix to the Notice of General Meeting, and to authorise the Directors of the Company to do all acts necessary to put this resolution into effect.

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3. To approve the establishment of the JD Sports Fashion Plc Deferred Bonus Plan 2022 (the 'DBP'), a summary of the key terms of which is set out in the Appendix to the Notice of General Meeting, and to authorise the Directors of the Company to do all acts necessary to put this resolution into effect.

For
Against
Withheld

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Signature (See Note 8)

Date

Once completed, please sign and return this form (together with any relevant authority) to the Company's registrars, Equiniti Limited, at Aspect House, Spencer Road, Lancing BN99 6DA so as to be received by no later than 9.00 am on Friday 9 December 2022 (See Note 9).

Notes

1. The right of a member of the Company to attend and vote at the GM will be determined by reference to the Company's register of members. Only those members listed on the register of members as at 6.30pm on Friday 9 December 2022 (or, if the meeting is adjourned, at 6.30pm on the date two working days before the time fixed for the adjourned meeting) shall be entitled to attend and vote at the GM (or at such adjourned meeting), in respect of the number of shares registered in their name at that time. In each case, changes to entries on the register of members after such time shall be disregarded in determining the rights of any person to attend or vote at the GM (or at such adjourned meeting).
2. Members are reminded that neither they nor their appointed proxies should attend the GM in person if they have COVID-19 or are experiencing any of its main symptoms.
3. Every eligible member has the right to appoint another person, or two or more persons in respect of different shares held by him or her, as his or her proxy to exercise all or any of his or her rights in relation to the GM.
4. The Chair of the meeting has been inserted as willing to act as proxy for members unable to attend the GM in person, but the form may be used for the appointment of any other person (who need not be a member of the Company) by deleting the words 'the Chair of the meeting, or' and inserting the name of the person you wish to appoint as your proxy in the space provided. If you sign and return this proxy form with no name inserted in the space provided, the Chair of the meeting will be deemed to be your proxy. Where you appoint as your proxy someone other than the Chair of the meeting, you are responsible for ensuring that they attend the GM, that they are aware of the information set out in Note 2 above and that they are aware of your voting intentions. If you wish for a proxy to make any comments on your behalf at the GM, you will need to appoint someone other than the Chair of the meeting and give them the relevant instructions directly.
5. If your proxy is being appointed in relation to less than your full voting entitlement, please enter in the space provided the number of shares in relation to which they are authorised to act as your proxy. If this is left blank, your proxy will be deemed to be authorised in respect of your full voting entitlement (or, if this proxy form has been issued in respect of a designated account for a member, the full voting entitlement for that designated account).
6. To appoint more than one proxy, you should photocopy this proxy form. Please indicate in the space provided, the number of shares in relation to which you authorise your proxy to act. Please also indicate by marking the specified box if the proxy instruction is one of multiple instructions being given. All proxy forms must be signed and should be returned to the Company's registrars together in the same envelope. If you submit more than one valid proxy appointment in respect of the same share or shares, the appointment received last before the latest time for the receipt of proxies will take precedence.
7. Please indicate with an "X" how you wish your proxy to vote on each of the proposed resolutions. Full details of the resolutions together with explanatory notes are set out in the Notice of GM. Unless otherwise instructed, a proxy may vote (or refrain from voting) on any resolution, and in respect of any other business which may properly come before the meeting, at his or her discretion. The "Vote Withheld" option enables you to instruct your proxy not to vote on any particular resolution. However, it should be noted that a vote withheld is not a vote in law and will not be counted in the calculation of the proportion of the votes "For" or "Against" a resolution.
8. This proxy form must be signed and dated by you (or by your attorney duly authorised in writing). If the member is a corporation, the form must be executed under its seal or signed under the hand of its duly authorised officer or attorney or other person(s) authorised to sign it. In the case of joint holders, where more than one of the joint holders purports to appoint a proxy, only the appointment submitted by the most senior holder will be accepted. Seniority is determined by the order in which the names of the joint holders appear in the Company's register of members in respect of the joint holding (the first-named being the most senior).
9. To be valid, this proxy form must be completed in accordance with these instructions, signed and delivered (together with any power of attorney or other authority under which it is signed or a certified copy of such power or authority) to the Company's registrars, Equiniti Limited, at Aspect House, Spencer Road, Lancing BN99 6DA so as to be received by no later than 9.00 am on Friday 9 December 2022.
10. To appoint one or more proxies or to give an instruction to a proxy electronically online or via the CREST system, you should follow the procedures set out in the notes to the Notice of GM and make the appointment(s) or give the instruction so as to be received at the address and by the time stated in the notes to the Notice of GM. Any electronic communications sent by the shareholder to the Company or the Company's registrars that is found to contain a computer virus will not be accepted.
11. Appointing a proxy will not prevent you from attending and voting in person at the GM should you so wish.
12. If you prefer to return the Form of Proxy in an envelope, then please do so using the following address: FREEPOST RTHJ-CLLL-KBKU, Equiniti, Aspect House, Spencer Road, Lancing BN99 8LU. A stamp is not required if posted in Great Britain, Channel Islands or Northern Ireland.



Freepost RTHJ-CLLL-KBKU
Equiniti
Aspect House
Spencer Road
LANCING
BN99 8LU