

11 May 2016

J Sainsbury plc

Director/PDMR Shareholding

J Sainsbury plc (the Company) was notified today that Mr David Keens, a Non-Executive Director, transferred 100,000 ordinary shares of 28 4/7 pence each in the Company (the Shares) into an individual savings account. This resulted in the sale and purchase of 100,000 Shares (the Transaction). The Shares were sold at a price of £2.635792 per Share and purchased at a price of £2.62500 per Share. The Transaction took place on the London Stock Exchange on 11 May 2016.

This notification is to satisfy the Company's obligations under 3.1.4(R)(1)(a) of the Disclosure and Transparency Rules.

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