

12 May 2016

J Sainsbury plc

Director/PDMR Shareholding

J Sainsbury plc (the Company) announces the following transactions by Directors of the Company and Persons Discharging Managerial Responsibility (PDMRs).

Future Builder awards – long-term incentive awards (Nil-cost options)

PDMRs	Core Award Number of Shares	Maximum Award Number of Shares
Michael Coupe (Director)	219,234	876,936
John Rogers (Director)	129,278	517,112
Timothy Fallowfield	56,041	224,164
Peter Griffiths	84,912	339,648
Jon Hartland	20,461	81,844
Paul Mills-Hicks	76,420	305,680
Angela Risley	72,228	288,912
Jon Rudoe	65,770	263,080
Sarah Warby	60,330	241,320

- (1) The awards were granted over ordinary shares of 28 4/7 pence each in the Company (Shares).
- (2) The awards are subject to performance conditions measured over three financial years. The awards will normally vest in two tranches, 50% after 3 years and 50% after 4 years, subject to the achievement of the performance conditions.
- (3) A core award of Shares was granted on 12 May 2016. Should maximum vesting be achieved, participants would receive four times the number of Shares in the core award.
- (4) Dividend shares equivalent to the amount of dividend payable per vested share during the performance period will be allocated to the vested awards following the end of the performance period.
- (5) The awards granted to the Executive Directors were made under the J Sainsbury plc Long Term Incentive Plan 2006.

Deferred Share Awards (Nil-cost options)

PDMRs	Number of Shares
Michael Coupe (Director)	304,121
John Rogers (Director)	183,410
Timothy Fallowfield	75,446
Peter Griffiths	85,742
Jon Hartland	38,706
Paul Mills-Hicks	98,301
Angela Risley	102,725
Jon Rudoe	92,158
Sarah Warby	84,534

- (1) The awards were granted based on performance during the 2015/16 financial year.
- (2) The awards were granted on 12 May 2016 and become exercisable following a two year retention period.
- (3) Dividend shares equivalent to the amount of dividend payable per vested share during the retention period will be allocated to the vested awards following the end of the retention period.
- (4) The awards were granted under the J Sainsbury plc Deferred Share Award 2009

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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