

14 July 2016

**J Sainsbury plc
(the 'Company')**

**Notification of transactions by Persons Discharging Managerial Responsibilities
(‘PDMRs’)**

The Company has been notified that the following PDMRs acquired ordinary shares of 28⁴/₇ pence each (‘Shares’) in the Company on 14 July 2016 through their participation in Sainsbury’s Share Purchase Plan (‘SSPP’).

PDMR	Number of Shares acquired under the SSPP	Share price
John Rogers	49	£2.315
Tim Fallowfield	49	£2.315
Paul Mills-Hicks	43	£2.315
Sarah Warby	49	£2.315
Angie Risley	50	£2.315
Jon Rudoe	50	£2.315

The Notification of Dealing Forms for each PDMR can be found below.

This notification is made in accordance with the requirements of the EU Market Abuse Regulation.

For further information please contact:

Lucy Glover
Senior Assistant Company Secretary
+44 (0)20 7695 8066

Notification of dealing form

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	John Rogers
2	Reason for the notification	
a)	Position/status	Chief Financial Officer/ Executive Director
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	J Sainsbury plc
b)	LEI	N/A
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 of 28 ⁴ / ₇ pence each ISIN: GB00B019KW72

b)	Nature of the transaction	Purchase of shares under the Sainsbury's Share Purchase Plan								
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£2.315 GBP</td><td>49</td></tr></table>			Price(s)	Volume(s)	£2.315 GBP	49		
Price(s)	Volume(s)									
£2.315 GBP	49									
d)	Aggregated information - Aggregated volume - Price	<table><tr><td>Aggregate Price</td><td>Aggregate Volume</td><td>Aggregate Total</td></tr><tr><td>£2.315 GBP</td><td>49</td><td>£113.44</td></tr></table>			Aggregate Price	Aggregate Volume	Aggregate Total	£2.315 GBP	49	£113.44
Aggregate Price	Aggregate Volume	Aggregate Total								
£2.315 GBP	49	£113.44								
e)	Date of the transaction	14 July 2016 at 10.14 (UTC +1)								
f)	Place of the transaction	XLON								

Notification of dealing form

1	Details of the person discharging managerial responsibilities / person closely associated								
a)	Name	Tim Fallowfield							
2	Reason for the notification								
a)	Position/status	Company Secretary and Corporate Services Director							
b)	Initial notification /Amendment	Initial notification							
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor								
a)	Name	J Sainsbury plc							
b)	LEI	N/A							
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 of 28 ⁴ / ₇ pence each ISIN: GB00B019KW72							
b)	Nature of the transaction	Purchase of shares under the Sainsbury's Share Purchase Plan							
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£2.315 GBP	49	£113.44							

e)	Date of the transaction	14 July 2016 at 10.14 (UTC +1)
f)	Place of the transaction	XLON

Notification of dealing form

1	Details of the person discharging managerial responsibilities / person closely associated								
a)	Name	Paul Mills-Hicks							
2	Reason for the notification								
a)	Position/status	Food Commercial Director							
b)	Initial notification /Amendment	Initial notification							
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor								
a)	Name	J Sainsbury plc							
b)	LEI	N/A							
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 of 28 ⁴ / ₇ pence each ISIN: GB00B019KW72							
b)	Nature of the transaction	Purchase of shares under the Sainsbury's Share Purchase Plan							
c)	Price(s) and volume(s)	<table border="1"> <tr> <th>Price(s)</th><th>Volume(s)</th></tr> <tr> <td>£2.315 GBP</td><td>43</td></tr> </table>		Price(s)	Volume(s)	£2.315 GBP	43		
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Aggregate Price	Aggregate Volume	Aggregate Total							
£2.315 GBP	43	£99.55							
e)	Date of the transaction	14 July 2016 at 10.14 (UTC +1)							
f)	Place of the transaction	XLON							

Notification of dealing form

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Sarah Warby
2	Reason for the notification	
a)	Position/status	Marketing Director

b)	Initial notification /Amendment	Initial notification								
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor									
a)	Name	J Sainsbury plc								
b)	LEI	N/A								
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 of 28 ⁴ / ₇ pence each ISIN GB00B019KW72								
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e)	Date of the transaction	14 July 2016 at 10.14 (UTC +1)								
f)	Place of the transaction	XLON								

Notification of dealing form

1	Details of the person discharging managerial responsibilities / person closely associated				
a)	Name	Angie Risley			
2	Reason for the notification				
a)	Position/status	Group HR Director			
b)	Initial notification /Amendment	Initial notification			
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor				
a)	Name	J Sainsbury plc			
b)	LEI	N/A			
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 of 28 ⁴ / ₇ pence each ISIN: GB00B019KW72			
b)	Nature of the transaction	Purchase of shares under the Sainsbury's Share Purchase Plan			
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr></table>		Price(s)	Volume(s)
Price(s)	Volume(s)				

		£2.315 GBP	50	
d)	Aggregated information - Aggregated volume - Price	Aggregate Price £2.315 GBP	Aggregate Volume 50	Aggregate Total £115.75
e)	Date of the transaction	14 July 2016 at 10.14 (UTC +1)		
f)	Place of the transaction	XLON		

Notification of dealing form

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	Jon Rudoe					
2	Reason for the notification						
a)	Position/status	Digital and Technology Director					
b)	Initial notification /Amendment	Initial notification					
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	J Sainsbury plc					
b)	LEI	N/A					
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 of 28 ⁴ / ₇ pence each ISIN: GB00B019KW72					
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d)	Aggregated information - Aggregated volume - Price	Aggregate Price £2.315 GBP	Aggregate Volume 50 Aggregate Total £115.75				
e)	Date of the transaction	14 July 2016 at 10.14 (UTC +1)					
f)	Place of the transaction	XLON					