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

1	Details of the person discharging managerial responsibilities / person closely associated				
a)	Name	John Rogers			
2	Reason for the notification	on			
a)	Position/status	Chief Financial Officer/ Executive Director			
b)	Initial notification /Amendment	Initial notification			
3	Details of the issuer, em auctioneer or auction mo	ission allowance market participant, auction platform, point or a second s			
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)	Price(s)Volume(s)£2.315 GBP49				
d)	Aggregated information - Aggregated volume - Price	AggregateAggregateAggregatePriceVolumeTotal£2.315 GBP49£113.44				
e)	Date of the transaction	14 July 2016 at 10.14 (UTC +1)				
f)	Place of the transaction	XLON				

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	Tim Fallowfield	im Fallowfield				
2	Reason for the notification	n					
a)	Position/status	Company Secret	company Secretary and Corporate Services Director				
b)	Initial notification /Amendment	Initial notification	nitial notification				
3	Details of the issuer, emi- auctioneer or auction mo		market particip	pant, auction platf	orm,		
a)	Name	J Sainsbury plc					
b)	LEI	N/A					
4		(s): section to be repeated for (i) each type of instrument; (ii) (iii) each date; and (iv) each place where transactions have					
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 sha Plan	ares under the S	Sainsbury's Share F	Purchase		
c)	Price(s) and volume(s)	Price(s) £2.315 GBP	Volume(s) 49				
d)	Aggregated information						
	- Aggregated volume	Aggregate Price £2.315 GBP	Aggregate Volume 49	Aggregate Total £113.44	_		
	- Price						

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

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Paul Mills-Hicks				
2	Reason for the notificatio					
a)	Position/status	Food Commercial Director	ood Commercial Director			
b)	Initial notification /Amendment	nitial notification	itial notification			
3	Details of the issuer, emis auctioneer or auction mo		articipant, auction platform,			
a)	Name	I 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 unde Plan	r the Sainsbury's Share Purchase			
c)	Price(s) and volume(s)	Price(s)Volume(s)£2.315 GBP43				
d)	Aggregated information - Aggregated volume - Price	AggregateAggregatePriceVolume£2.315 GBP43				
e)	Date of the transaction	14 July 2016 at 10.14 (UTC +1)				
f)	Place of the transaction	XLON				

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

b)	Initial notification /Amendment	Initial notification	nitial notification			
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	J Sainsbury plc	Sainsbury plc			
b)	LEI	N/A				
4	each type of transaction been conducted	transaction(s): section to be repeated for (i) each type of instrument; (ii) transaction; (iii) each date; and (iv) each place where transactions have ted				
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 sha Plan	Purchase of shares under the Sainsbury's Share Purchase Plan			
c)	Price(s) and volume(s)	Price(s) £2.315 GBP	Volume(s) 49			
d)	Aggregated information					
	 Aggregated volume Price 	Aggregate Price £2.315 GBP	Aggregate Volume 49	Aggregate Total £113.44		
e)	Date of the transaction	14 July 2016 at	10.14 (UTC +1)			
f)	Place of the transaction	XLON				

1	Details of the person dise associated	narging managerial responsibilities / person closely		
a)	Name	Angie Risley		
2	Reason for the notification	on		
a)	Position/status	Group HR Director		
b)	Initial notification /Amendment	nitial notification		
3	Details of the issuer, emi auctioneer or auction mo	emission allowance market participant, auction platform, 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)	Price(s) Volume(s)		

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

1	Details of the person disc associated	charging managerial responsibilities / person closely					
a)	Name	Jon Rudoe					
2	Reason for the notification	n	 }				
a)	Position/status	Digital and Techr	Digital and Technology Director				
b)	Initial notification /Amendment	Initial notification	nitial notification				
3	Details of the issuer, emi- auctioneer or auction mo		sion allowance market participant, auction platform, hitor				
a)	Name	J Sainsbury plc					
b)	LEI	N/A					
4		of the transaction(s): section to be repeated for (i) each type of instrument; (ii) pe of transaction; (iii) each date; and (iv) each place where transactions have onducted					
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 sha Plan	ares under the S	ainsbury's Share P	urchase		
c)	Price(s) and volume(s)	Price(s) £2.315 GBP	Volume(s) 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					