

29 July 2016

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

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

The Company has been notified today that the following PDMRs have acquired ordinary shares of 28<sup>4</sup>/<sub>7</sub> pence each in the Company ('Shares'):

<b>PDMR</b>	<b>Date Acquired</b>	<b>Number of Shares acquired</b>	<b>Purchase price per Share</b>	<b>Number of Shares held</b>
David Tyler	29 July 2016	25,000	£2.23	75,000
Mary Harris	28 July 2016	13,119	£2.27	27,064

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

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

For further information please contact:

Tony Guthrie  
Deputy Company Secretary  
+44 (0)20 7695 3378

**Notification of dealing form**

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	David Tyler
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Chairman
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	J Sainsbury plc
b)	LEI	N/A
<b>4</b>	<b>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</b>	
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 28 <sup>4</sup> / <sub>7</sub> pence each  GB00B019KW72
b)	Nature of the transaction	Purchase of ordinary shares

c)	Price(s) and volume(s)	<table border="1"> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> <tr> <td>£2.23</td> <td>25,000</td> </tr> </table>			Price(s)	Volume(s)	£2.23	25,000		
Price(s)	Volume(s)									
£2.23	25,000									
d)	Aggregated information - Aggregated volume - Price	<table border="1"> <tr> <th>Aggregate Price</th> <th>Aggregate Volume</th> <th>Aggregate Total</th> </tr> <tr> <td>£2.23</td> <td>25,000</td> <td>£55,807.00</td> </tr> </table>			Aggregate Price	Aggregate Volume	Aggregate Total	£2.23	25,000	£55,807.00
Aggregate Price	Aggregate Volume	Aggregate Total								
£2.23	25,000	£55,807.00								
e)	Date of the transaction	29 July 2016 at 08.41 (UTC +1)								
f)	Place of the transaction	XLON								

### Notification of dealing form

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>									
a)	Name	Mary Harris								
<b>2</b>	<b>Reason for the notification</b>									
a)	Position/status	Non-Executive Director								
b)	Initial notification /Amendment	Initial notification								
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>									
a)	Name	J Sainsbury plc								
b)	LEI	N/A								
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e)	Date of the transaction	28 July 2016 at 09.00 (UTC +1)								

f)	Place of the transaction	XLON
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