

3 August 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 28⁴/₇ pence each in the Company ('**Shares**');

PDMR	Date Acquired	Number of Shares acquired	Purchase price per Share	Number of Shares held
Susan Rice	3 August 2016	3,000	£2.23	4,000
Brian Cassin	3 August 2016	25,000	£2.22	25,000

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:

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	Susan Rice
2	Reason for the notification	
a)	Position/status	Non-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 GB00B019KW72
b)	Nature of the transaction	Purchase of ordinary shares

c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£2.23</td><td>3,000</td></tr></table>	Price(s)	Volume(s)	£2.23	3,000		
Price(s)	Volume(s)							
£2.23	3,000							
d)	Aggregated information - Aggregated volume - Price	<table><tr><td>Aggregate Price</td><td>Aggregate Volume</td><td>Aggregate Total</td></tr><tr><td>£2.23</td><td>3,000</td><td>£6,675.95</td></tr></table>	Aggregate Price	Aggregate Volume	Aggregate Total	£2.23	3,000	£6,675.95
Aggregate Price	Aggregate Volume	Aggregate Total						
£2.23	3,000	£6,675.95						
e)	Date of the transaction	3 August 2016 at 11.19 (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	Brian Cassin						
2	Reason for the notification							
a)	Position/status	Non-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 GB00B019KW72						
b)	Nature of the transaction	Purchase of ordinary shares						
c)	Price(s) and volume(s)	<table> <tr> <th>Price(s)</th><th>Volume(s)</th></tr> <tr> <td>£2.22</td><td>25,000</td></tr> </table>	Price(s)	Volume(s)	£2.22	25,000		
Price(s)	Volume(s)							
£2.22	25,000							
d)	Aggregated information - Aggregated volume - Price	<table> <tr> <th>Aggregate Price</th><th>Aggregate Volume</th><th>Aggregate Total</th></tr> <tr> <td>£2.22</td><td>25,000</td><td>£55,600</td></tr> </table>	Aggregate Price	Aggregate Volume	Aggregate Total	£2.22	25,000	£55,600
Aggregate Price	Aggregate Volume	Aggregate Total						
£2.22	25,000	£55,600						
e)	Date of the transaction	3 August 2016 at 13.35 (UTC +1)						

f)	Place of the transaction	XLON
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