

11 August 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 11 August 2016 through their participation in Sainsbury’s Share Purchase Plan (the **‘SSPP’**).

PDMR	Number of Shares acquired under the SSPP	Share price
John Rogers	50	£2.34
Tim Fallowfield	49	£2.34
Paul Mills-Hicks	43	£2.34
Sarah Warby	50	£2.34
Angie Risley	49	£2.34
Jon Rudoe	49	£2.34

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

This notification is made in accordance with the requirements of 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	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 SSPP								
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td colspan="2">Volume(s)</td></tr><tr><td>£2.34</td><td colspan="2">50</td></tr></table>			Price(s)	Volume(s)		£2.34	50	
Price(s)	Volume(s)									
£2.34	50									
d)	Aggregated information - Aggregated volume - Price	<table><tr><td>Aggregate Price</td><td>Aggregate Volume</td><td>Aggregate Total</td></tr><tr><td>£2.34</td><td>50</td><td>£117</td></tr></table>			Aggregate Price	Aggregate Volume	Aggregate Total	£2.34	50	£117
Aggregate Price	Aggregate Volume	Aggregate Total								
£2.34	50	£117								
e)	Date of the transaction	11 August 2016 at 10.44 (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 SSPP							
c)	Price(s) and volume(s)	<table border="1"> <tr> <th>Price(s)</th><th>Volume(s)</th></tr> <tr> <td>£2.34</td><td>49</td></tr> </table>		Price(s)	Volume(s)	£2.34	49		
Price(s)	Volume(s)								
£2.34	49								
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£2.34	49	£114.66							
e)	Date of the transaction	11 August 2016 at 10.44 (UTC +1)							

f)	Place of the transaction	XLON
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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 SSPP						
c)	Price(s) and volume(s)	<table> <tr> <th>Price(s)</th><th>Volume(s)</th></tr> <tr> <td>£2.34</td><td>43</td></tr> </table>	Price(s)	Volume(s)	£2.34	43		
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£2.34	43							
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£2.34	43	£100.62						
e)	Date of the transaction	11 August 2016 at 10.44 (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	11 August 2016 at 10.44 (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			
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Price(s)	Volume(s)				

		£2.34	49	
d)	Aggregated information - Aggregated volume - Price	Aggregate Price £2.34	Aggregate Volume 49	Aggregate Total £114.66
e)	Date of the transaction	11 August 2016 at 10.44 (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								
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