

6 October 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 (the ‘**Shares**’) in the Company on 6 October 2016 through their participation in Sainsbury’s Share Purchase Plan (the ‘**SSPP**’). The Shares were purchased at £2.451 each.

PDMR	Number of Shares acquired under the SSPP
John Rogers	47
Tim Fallowfield	47
Paul Mills-Hicks	40
Sarah Warby	47
Angie Risley	47
Jon Rudoe	47

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	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>Volume(s)</td></tr><tr><td>£2.451</td><td>47</td></tr></table>	Price(s)	Volume(s)	£2.451	47		
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£2.451	47							
d)	Aggregated information - Aggregated volume - Price	<table><tr><td>Aggregate Price</td><td>Aggregate Volume</td><td>Aggregate Total</td></tr><tr><td>£2.451</td><td>47</td><td>£115.20</td></tr></table>	Aggregate Price	Aggregate Volume	Aggregate Total	£2.451	47	£115.20
Aggregate Price	Aggregate Volume	Aggregate Total						
£2.451	47	£115.20						
e)	Date of the transaction	6 October 2016 at 11:23 (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						
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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							
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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								
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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							
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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							
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