

Burberry Group plc (the "Company") - Director/PDMR Shareholding

The Company announces that it has today received notification that Dr Gerry Murphy, Chair and a Non-Executive Director of the Company, purchased 5,000 Ordinary Shares of 0.05 pence each in the Company ("Shares") on Friday, 17 November 2023 at an aggregate price of 1563.0878 pence per Share.

17 November 2023

The following disclosures are made in accordance with Article 19 of the EU Market Abuse Regulation 596/2014.

Notification of dealing form

1	Details of the person discharging managerial responsibilities / person closely associated								
a)	Name	Dr Gerard Martin Murphy							
2	Reason for the notification								
a)	Position/status	Chair and 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	Burberry Group plc							
b)	LEI	213800PE1KEFCNFR1R50							
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 0.05 pence each GB0031743007							
b)	Nature of the transaction	Purchase of ordinary shares							
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£15.630878</td> <td>5,000</td> </tr> </tbody> </table>		Price(s)	Volume(s)	£15.630878	5,000		
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£15.630878	5,000								
d)	Aggregated information - Aggregated volume - Price	<table border="1"> <thead> <tr> <th>Aggregate Price</th> <th>Aggregate Volume</th> <th>Aggregate Total</th> </tr> </thead> <tbody> <tr> <td>£15.631</td> <td>5,000</td> <td>£78,154.39</td> </tr> </tbody> </table>		Aggregate Price	Aggregate Volume	Aggregate Total	£15.631	5,000	£78,154.39
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£15.631	5,000	£78,154.39							
e)	Date of the transaction	2023-11-17							
f)	Place of the transaction	XOFF							

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