

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

The Company has today been notified of the following transactions by a Director/person discharging managerial responsibilities ("PDMR"):

On 17 June 2024, Jonathan Akeroyd, Chief Executive Officer and a director of the Company, received 24,643 ordinary shares of 0.05p each in the Company ("Shares") following the vesting of a conditional award granted to him on 15 March 2022, as part of the buy-out awards he received on joining the Company for forfeiting awards on resignation from his former employer. On vesting of the award, Mr Akeroyd also received 2,736 dividend equivalent Shares giving a total number of Shares acquired of 27,379. This award was granted under the rules of the Burberry Share Plan 2020.

Following this acquisition, on 17 June 2024, Mr Akeroyd subsequently sold a total of 12,911 of the newly acquired Shares, at a price of £9.741411 per Share, to fund the tax and fees arising from the vesting and acquisition, as set out below.

Director	Number of Shares acquired	Number of Shares sold to cover tax and fees	Number of Shares retained
Jonathan Akeroyd	27,379	12,911	14,468

17 June 2024

The following disclosures are made in accordance with Article 19 of the EU Market Abuse Regulation 596/2014 as it forms part of UK law.

**Notification of dealing form**

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>								
a)	Name	Jonathan Akeroyd							
<b>2</b>	<b>Reason for the notification</b>								
a)	Position/status	Chief Executive Officer							
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	Burberry Group plc							
b)	LEI	213800PE1KEFCNFR1R50							
<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 0.05 pence each ("Shares")  GB0031743007							
b)	Nature of the transaction	Acquisition of Shares following the vesting of a conditional share award over 24,643 Shares granted on 15 March 2022 under the rules of the Burberry Share Plan 2020, plus 2,736 dividend equivalent 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>£Nil</td> <td>27,379</td> </tr> </tbody> </table>		Price(s)	Volume(s)	£Nil	27,379		
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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>£Nil</td> <td>27,379</td> <td>£Nil</td> </tr> </tbody> </table>		Aggregate Price	Aggregate Volume	Aggregate Total	£Nil	27,379	£Nil
Aggregate Price	Aggregate Volume	Aggregate Total							
£Nil	27,379	£Nil							
e)	Date of the transaction	2024-06-17							
f)	Place of the transaction	Outside a trading venue							

4	<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 0.05 pence each ("Shares")  GB0031743007							
b)	Nature of the transaction	Sale of 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>£9.741411</td> <td>12,911</td> </tr> </tbody> </table>		Price(s)	Volume(s)	£9.741411	12,911		
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£9.741411	12,911	£125,771.36							
e)	Date of the transaction	2024-06-17							
f)	Place of the transaction	London Stock Exchange (XLON)							

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