

**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 20,000 Ordinary Shares of 0.05 pence each in the Company ("Shares") on Tuesday, 16 July 2024 at an aggregate price of 725.0635 pence per Share.

16 July 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	Dr Gerard Martin Murphy							
<b>2</b>	<b>Reason for the notification</b>								
a)	Position/status	Chair and Non-Executive Director							
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  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>£7.250635</td> <td>20,000</td> </tr> </tbody> </table>		Price(s)	Volume(s)	£7.250635	20,000		
Price(s)	Volume(s)								
£7.250635	20,000								
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>£7.250635</td> <td>20,000</td> <td>£145,012.70</td> </tr> </tbody> </table>		Aggregate Price	Aggregate Volume	Aggregate Total	£7.250635	20,000	£145,012.70
Aggregate Price	Aggregate Volume	Aggregate Total							
£7.250635	20,000	£145,012.70							
e)	Date of the transaction	2024-07-16							
f)	Place of the transaction	XLON							

information, please contact [rs@seg.com](mailto:rs@seg.com) or visit [www.ms.com](http://www.ms.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHFIFLTDRLIS