

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

The Company announces that it received notification on Tuesday, 16 July 2024 that Danuta Gray, Independent Non-Executive Director of the Company, and Andrew Caminow, a closely associated person of Danuta Gray, purchased 2,473 and 1,374 Ordinary Shares of 0.05 pence each in the Company ("Shares") respectively on Tuesday, 16 July 2024 at a price of 723.77 pence per Share.

17 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	Danuta Gray							
<b>2</b>	<b>Reason for the notification</b>								
a)	Position/status	Independent 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 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>£7.2377</td> <td>2,473</td> </tr> </tbody> </table>		Price(s)	Volume(s)	£7.2377	2,473		
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£ 7.2377	2,473	£ 17,898.83							
e)	Date of the transaction	2024-07-16							
f)	Place of the transaction	London Stock Exchange							

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>		
a)	Name	Andrew Caminow	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Closely Associated Person of Danuta Gray, Independent 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						
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