

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

The Company announces that today it has been notified of changes in the interests of directors in the Ordinary Shares of 0.05p each in the Company ("Shares"), as set out below.

On 12 December 2024, in accordance with the rules of the Burberry Group plc Share Incentive Plan ("SIP") the directors named below were granted Shares at nil-cost. The Share price used to calculate the number of Shares granted was £9.7537:

Directors/PDMRs	Number of Shares granted under the SIP
Joshua Schulman	51
Kate Ferry	51

12 December 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.

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>								
a)	Name	Joshua Schulman							
<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  GB0031743007							
b)	Nature of the transaction	Grant of an award of ordinary shares at nil cost under the Burberry Group plc Share Incentive Plan							
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>51</td> </tr> </tbody> </table>		Price(s)	Volume(s)	Nil	51		
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Nil	51								
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>51</td> <td>Nil</td> </tr> </tbody> </table>		Aggregate Price	Aggregate Volume	Aggregate Total	Nil	51	Nil
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Nil	51	Nil							
e)	Date of the transaction	2024-12-12							
f)	Place of the transaction	Outside a trading venue							

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>		
a)	Name	Catherine Ferry	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Chief Financial Officer	
b)	Initial notification /Amendment	Initial notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform,</b>		

auctioneer or auction monitor							
a)	Name Burberry Group plc						
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