

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

As announced on 15 July 2024, as part of his appointment, Joshua Schulman, Chief Executive Officer (the "CEO") of the Company, is to receive a recruitment share award over Ordinary Shares of 0.05p each ("Shares") in the Company. Accordingly, the Company announces that a conditional share award was granted on 19 December 2024 to Joshua Schulman as detailed below (the "Recruitment Award"):

Director	Number of Shares subject to Recruitment Award	Award type	Vesting date	Terms
Joshua Schulman	392,366	Performance-based award	17 July 2027	Bespoke award in reliance on FCA Listing Rule 9.3.2(2) to facilitate recruitment, on terms similar to Burberry Share Plan 2020 awards.

The number of Shares comprised in the Recruitment Award was determined by reference to the Company's share price using the 20-business day average prior to the date of Joshua's appointment (917.51p). The Recruitment Award is subject to the achievement of performance conditions linked to the Company's absolute Total Shareholder Return (TSR) and a two-year post-vesting holding period.

Vesting will be subject to the following vesting profile:

	% of award vesting (rounded down to nearest whole Share)	Absolute TSR
Threshold	25%	+49%
Maximum	100%	+109%

The Recruitment Award has been made in line with the Company's Directors' Remuneration Policy, which is set out in full in the FY 2022/23 Directors' Remuneration Report.

Full details of the Recruitment Award, including further details of the performance conditions and information as required by FCA Listing Rule 9.3.3, will be set out in the Company's FY 2024/25 Directors' Remuneration Report.

20 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.

**Notification of dealing form**

<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 ("Shares") GB0031743007
b)	Nature of the transaction	Grant of a conditional award over Shares
c)	Price(s) and volume(s)	Price(s)   Volume(s)

		<table border="1"> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> <tr> <td>Nil</td> <td>392,366</td> </tr> </table>	Price(s)	Volume(s)	Nil	392,366				
Price(s)	Volume(s)									
Nil	392,366									
d)	Aggregated information	<table border="1"> <tr> <td>- Aggregated volume</td> <td>Aggregate Price</td> <td>Aggregate Volume</td> <td>Aggregate Total</td> </tr> <tr> <td>- Price</td> <td>Nil</td> <td>392,366</td> <td>Nil</td> </tr> </table>	- Aggregated volume	Aggregate Price	Aggregate Volume	Aggregate Total	- Price	Nil	392,366	Nil
- Aggregated volume	Aggregate Price	Aggregate Volume	Aggregate Total							
- Price	Nil	392,366	Nil							
e)	Date of the transaction	2024-12-19								
f)	Place of the transaction	Outside a trading venue								

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