

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

The Company announces that it has today received notification that Joshua Schulman, Chief Executive Officer of the Company, purchased 29,744 Ordinary Shares of 0.05 pence each in the Company ("Shares") on Friday, 27 June 2025 at a price of 1,069.0945 pence per Share.

The Company additionally announces that it has today received notification that Catherine Ferry, Chief Financial Officer of the Company, purchased 3,228 Shares on Friday, 27 June 2025 at a price of 1,099.7940 pence per Share.

27 June 2025

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	Mr 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	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>£10.690945</td> <td>29,744</td> </tr> </tbody> </table>		Price(s)	Volume(s)	£10.690945	29,744		
Price(s)	Volume(s)								
£10.690945	29,744								
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>£10.691</td> <td>29,744</td> <td>£317,991.47</td> </tr> </tbody> </table>		Aggregate Price	Aggregate Volume	Aggregate Total	£10.691	29,744	£317,991.47
Aggregate Price	Aggregate Volume	Aggregate Total							
£10.691	29,744	£317,991.47							
e)	Date of the transaction	2025-06-27							
f)	Place of the transaction	XLON							

### Notification of dealing form

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>		
a)	Name	Mrs Catherine Ferry	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Chief Financial Officer	
b)	Initial notification	Initial notification	

	/Amendment								
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor								
a)	Name	Burberry Group plc							
b)	LEI	213800PE1KEFCNFR1R50							
4	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								
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><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£10.997940</td><td>3,228</td></tr></table>		Price(s)	Volume(s)	£10.997940	3,228		
Price(s)	Volume(s)								
£10.997940	3,228								
d)	Aggregated information  - Aggregated volume  - Price	<table><tr><td>Aggregate Price</td><td>Aggregate Volume</td><td>Aggregate Total</td></tr><tr><td>£10.998</td><td>3,228</td><td>£35,501.35</td></tr></table>		Aggregate Price	Aggregate Volume	Aggregate Total	£10.998	3,228	£35,501.35
Aggregate Price	Aggregate Volume	Aggregate Total							
£10.998	3,228	£35,501.35							
e)	Date of the transaction	2025-06-27							
f)	Place of the transaction	XLON							

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [rns@seg.com](mailto:rns@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

DSHFLFELRFIDFIE