

Burberry Group plc Director/PDMR Shareholdings

Grant of awards under the Burberry Group plc Burberry Share Plan 2020 (the "BSP")

Burberry Group plc (the "Company") announces that conditional share awards over Ordinary Shares of 0.05 pence each ("Shares") in the Company were granted on 31 July 2025 (the "Grant Date") to the following Executive Directors and Persons Discharging Managerial Responsibilities ("PDMRs") in accordance with the rules of the BSP. The conditional share awards were granted using a share price of 1,348 pence being the average share price for the period 28 July 2025 to 30 July 2025 (the three business days prior to the Grant Date).

Executive Directors and PDMRs:

		Number of Shares
Joshua Schulman	Chief Executive Officer	144,658
Kate Ferry	Chief Financial Officer	81,370

The conditional share awards will vest on 31 July 2028, three years following the Grant Date, but will be subject to a two-year holding period so that the minimum time before any sale of shares (except to cover any tax liabilities arising from the award on vesting) is five years.

The awards will be subject to continued employment and performance underpins based on three key areas: Revenue, Group Return on Invested Capital and brand and sustainability strategies. The performance underpins will be tested at the vesting date. If the Company does not meet one or more of the performance underpins over the vesting period then the Remuneration Committee would consider whether it was appropriate to scale back the level of pay-out under the award to reflect this. For further information please consult our FY 2024/25 Directors' Remuneration Report.

31 July 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.

1	Details of the person discharging managerial responsibilities / person closely associated								
a)	Name	Joshua Schulman							
2	Reason for the notification								
a)	Position/status	Chief Executive Officer							
b)	Initial notification /Amendment	Initial notification							
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	Grant of a conditional share award under the Burberry Group plc Burberry Share Plan 2020							
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>Nil</td><td>144,658</td></tr></table>		Price(s)	Volume(s)	Nil	144,658		
Price(s)	Volume(s)								
Nil	144,658								
d)	Aggregated information - Aggregated volume - Price	<table><tr><td>Aggregate Price</td><td>Aggregate Volume</td><td>Aggregate Total</td></tr><tr><td>Nil</td><td>144,658</td><td>Nil</td></tr></table>		Aggregate Price	Aggregate Volume	Aggregate Total	Nil	144,658	Nil
Aggregate Price	Aggregate Volume	Aggregate Total							
Nil	144,658	Nil							
e)	Date of the transaction	2025-07-31							

f)	Place of the transaction	Outside a trading venue
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1	Details of the person discharging managerial responsibilities / person closely associated								
a)	Name	Catherine Ferry							
2	Reason for the notification								
a)	Position/status	Chief Financial Officer							
b)	Initial notification /Amendment	Initial notification							
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								
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e)	Date of the transaction	2025-07-31							
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