

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

The Company announces that it has today received notification that Oma NiChionna, Senior Independent Director of the Company, purchased 1,208 Ordinary Shares of 0.05 pence each in the Company ("Shares") on Friday, 5 September 2025 at a price of 1,234.1707 pence per Share.

5 September 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

| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | | | | |
|-----------------|--|--|--|-----------------|------------------|-----------------|------------|-------|------------|
| a) | Name | Oma NiChionna | | | | | | | |
| 2 | Reason for the notification | | | | | | | | |
| a) | Position/status | Senior Independent Director | | | | | | | |
| 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 | Purchase of ordinary shares | | | | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> <tr> <td>£12.341707</td> <td>1,208</td> </tr> </table> | | Price(s) | Volume(s) | £12.341707 | 1,208 | | |
| Price(s) | Volume(s) | | | | | | | | |
| £12.341707 | 1,208 | | | | | | | | |
| d) | Aggregated information - Aggregated volume - Price | <table border="1"> <tr> <th>Aggregate Price</th> <th>Aggregate Volume</th> <th>Aggregate Total</th> </tr> <tr> <td>£12.341707</td> <td>1,208</td> <td>£14,908.78</td> </tr> </table> | | Aggregate Price | Aggregate Volume | Aggregate Total | £12.341707 | 1,208 | £14,908.78 |
| Aggregate Price | Aggregate Volume | Aggregate Total | | | | | | | |
| £12.341707 | 1,208 | £14,908.78 | | | | | | | |
| e) | Date of the transaction | 2025-09-05 | | | | | | | |
| f) | Place of the transaction | XLON | | | | | | | |

information, please contact ms@seg.com or visit www.ms.com.

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