

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

The Company announces that it has been notified of changes in the interest of directors and persons discharging managerial responsibilities ("PDMRs") in the Ordinary Shares of 0.05p each in the Company ("Shares"), as set out below.

On 11 December 2025, 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 £11.9808.

| Directors/PDMRs | Number of Shares granted under the SIP |
|-----------------|--|
| Joshua Schulman | 41                                     |
| Kate Ferry      | 41                                     |

12 December 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.

| <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<br>Identification code   | Ordinary shares of 0.05 pence each<br><br>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" style="width: 100%;"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>Nil</td> <td>41</td> </tr> </tbody> </table>   |  | Price(s)        | Volume(s)        | Nil             | 41  |    |     |
| Price(s)        | Volume(s)  |  |  |                 |                  |                 |     |    |     |
| Nil             | 41   |  |  |                 |                  |                 |     |    |     |
| d)              | Aggregated information<br>- Aggregated volume<br>- Price   | <table border="1" style="width: 100%;"> <thead> <tr> <th>Aggregate Price</th> <th>Aggregate Volume</th> <th>Aggregate Total</th> </tr> </thead> <tbody> <tr> <td>Nil</td> <td>41</td> <td>Nil</td> </tr> </tbody> </table> |  | Aggregate Price | Aggregate Volume | Aggregate Total | Nil | 41 | Nil |
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| Nil             | 41   | Nil  |  |                 |                  |                 |     |    |     |
| e)              | Date of the transaction  | 2025-12-11   |  |                 |                  |                 |     |    |     |
| 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, 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> |   |                 |                  |                 |     |    |     |
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| e)              | Date of the transaction  | 2025-12-11  |                 |                  |                 |     |    |     |
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