

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

The Company announces that it has today received notification that Stella King, Non-Executive Director of the Company, purchased 608 Ordinary Shares of 0.05 pence each in the Company ("Shares") on Friday, 20 March 2026 at a price of 1,024.357 pence per Share.

20 March 2026

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	Stella King							
2	Reason for the notification								
a)	Position/status	Non-Executive 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"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£10.24357</td> <td>608</td> </tr> </tbody> </table>		Price(s)	Volume(s)	£10.24357	608		
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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>£10.24357</td> <td>608</td> <td>£6228.09</td> </tr> </tbody> </table>		Aggregate Price	Aggregate Volume	Aggregate Total	£10.24357	608	£6228.09
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£10.24357	608	£6228.09							
e)	Date of the transaction	2026-03-20							
f)	Place of the transaction	XLON							

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