

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 56,936 Ordinary Shares of 0.05 pence each in the Company ("Shares") on Thursday, 25 June 2026 at a price of 1,089.1083 pence per Share.

The Company additionally announces that it has today received notification that Catherine Ferry, Chief Financial Officer of the Company, purchased 32,026 Shares on Thursday, 25 June 2026 at a price of 1,089.1083 pence per Share.

25 June 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	Mr 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	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>£10.891</td> <td>56,936</td> </tr> </tbody> </table>		Price(s)	Volume(s)	£10.891	56,936		
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e)	Date of the transaction	2026-06-25							
f)	Place of the transaction	XLON							

Notification of dealing form

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Mrs 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							
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