

**NOTICE OF AVAILABILITY –
IMPORTANT, PLEASE READ
CAREFULLY.**

You can now access the 2020/21 Annual Report and Accounts and Notice of Annual General Meeting at Burberryplc.com.

Due to the continued uncertainty surrounding COVID-19 restrictions that may be in place at the time of the AGM, we are proposing to hold the AGM with the minimal quorum present. Shareholders are strongly discouraged from physically attending the AGM and to instead vote in advance electronically or submit the Form of Proxy appointing the Chairman of the meeting as proxy.

Thank you for your understanding and cooperation.

ADMISSION CARD

Please note that the Annual General Meeting ('AGM') is a private meeting for shareholders and duly authorised proxies/representatives. Shareholders are strongly discouraged from attending in person.

The AGM is to be held at Horseferry House 2, 1a Page Street, London SW1P 4PQ on Wednesday, 14 July 2021 at 2:00pm.

Date Signature

If you would like to attend the meeting electronically, please follow the instructions on pages 14 and 15 of the Notice of Meeting. You will require the following details:

Meeting ID: 144-667-573
Shareholder reference number (SRN):
PIN: First two and last two digits of your SRN

+ FORM OF PROXY
2556-095-S

Voting ID Task ID Shareholder Reference Number

I/We being (a) member(s) of the above named Company hereby appoint the Chairman of the Meeting (see note 2 overleaf):

Name Number of Shares

as my/our proxy to exercise all or any of my/our rights to attend and to speak and vote for me/us and on my/our behalf at the AGM of the Company to be held on Wednesday, 14 July 2021 at 2:00pm and at any adjournment thereof. I/We direct my/our proxy to vote (or withhold my/our vote) on each of the resolutions referred to in the Notice of AGM as indicated with an X in the appropriate boxes below.

☐ Please tick here if this proxy appointment is one of multiple appointments being made (please refer to note 3 overleaf).

Please indicate your vote by marking with an X in the appropriate boxes in black ink below how you wish to vote on each resolution. If you wish to abstain on any particular resolution, you can use the 'Withheld' option. A vote withheld is not a vote in law and will not be counted in the calculation of the proportion of the votes 'For' and 'Against' a resolution.

Resolutions	For	Against	Withheld		For	Against	Withheld
1. To receive the Company's Annual Report and Accounts for the year ended 27 March 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	16. To authorise the Audit Committee of the Company to determine the auditor's remuneration for the year ended 2 April 2022.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. To approve the Directors' Remuneration Report for the year ended 27 March 2021 as set out in the Company's Annual Report and Accounts.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	17. To approve and establish an all-employee share plan, Burberry Group plc International Free Share Plan.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. To declare a final dividend of 42.5p per ordinary share for the year ended 27 March 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	18. To approve and establish an all-employee share plan, Burberry Group plc Share Incentive Plan.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. To re-elect Dr Gerry Murphy as a Director of the Company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	19. To approve the renewal of an all-employee share plan, Burberry Group plc Sharesave Plan 2011.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. To re-elect Marco Gobetti as a Director of the Company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	20. To authorise political donations by the Company and its subsidiaries.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. To re-elect Julie Brown as a Director of the Company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	21. To authorise the Directors to allot shares.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. To re-elect Fabiola Arredondo as a Director of the Company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	22. To renew the Directors' authority to disapply pre-emption rights (Special Resolution).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. To re-elect Sam Fischer as a Director of the Company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	23. To authorise the Company to purchase its own ordinary shares (Special Resolution).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. To re-elect Ron Frisch as a Director of the Company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	24. To authorise the Directors to call general meetings (other than an AGM) on not less than 14 clear days' notice (Special Resolution).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. To re-elect Matthew Key as a Director of the Company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	25. To approve the new Articles of Association (Special Resolution).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. To re-elect Debra Lee as a Director of the Company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
12. To re-elect Dame Carolyn McCall as a Director of the Company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
13. To re-elect Orna NíChionna as a Director of the Company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
14. To elect Antoine de Saint-Affrique as a Director of the Company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
15. To re-appoint Ernst & Young LLP as auditor of the Company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				

Date Signature

Notes

1. To be valid, this Form of Proxy and the power of attorney or other authority (if any) under which it is signed and dated must be received by Equiniti not later than 2:00pm on Monday, 12 July 2021.
2. Members are entitled to appoint a proxy to exercise all or any of their rights to attend and to speak and vote on their behalf at the meeting. However, to minimise public health risks due to the impact of COVID-19, shareholders are strongly discouraged from attending the AGM in person and to instead vote electronically or appoint the Chairman of the Meeting as a proxy to attend, speak and vote on their behalf.
3. To appoint more than one proxy, either photocopy this form or contact Equiniti on 0371 384 2839. Lines open 8.30am to 5.30pm, Monday to Friday (excluding public holidays in England and Wales). Equiniti's overseas helpline number is +44 (0)121 415 0804. Ensure you specify the number of shares over which each proxy can act, as in note 2 above. Multiple Forms of Proxy should be returned together in the same envelope. No proxy may be authorised to exercise votes which any other proxy has been authorised to exercise. Photocopies may only be used in respect of the same registered shareholder name (and designated account as applicable) as it appears on the original form.
4. To register the appointment of a proxy electronically, visit www.sharevote.co.uk and follow the instructions provided. The proxy appointment must be received by Equiniti by 2:00pm on Monday, 12 July 2021.
5. Please see the Notice of AGM for further advice on how to appoint/instruct proxies via CREST.
6. The Form of Proxy must be signed and dated by the shareholder or his attorney duly authorised in writing. In the case of a corporation, the proxy appointment must be under seal or signed by a duly authorised officer or attorney. In the case of joint holdings, any one holder may sign this form, but the vote of the first named in the register of members will be accepted to the exclusion of the votes of joint holders.
7. If no specific directions are given, the proxy will vote or abstain from voting as he thinks fit on the specified resolutions, and, unless instructed otherwise, the person appointed proxy may also vote or abstain from voting as he thinks fit on any business (including amendments to resolutions) which may properly come before the AGM.
8. A proxy need not be a member of the Company. If no name is inserted in the box provided, the Chairman of the Meeting will be deemed appointed as the proxy.
9. Any alteration to this Form of Proxy should be initialled by the person who signed it.
10. If you do not wish anyone other than the Company or Equiniti to see the Form of Proxy, you may fold it in half and send it in an envelope to: Freepost RTHJ-CLLL-KBKU, Equiniti, Aspect House, Spencer Road, Lancing, BN99 8LU.
11. The completion and return of this Form of Proxy will not preclude a member from attending the AGM and voting in person. However, shareholders are strongly discouraged from attending in person.

Business Reply
Licence Number
RSZH-XZHS-HRUE



Equiniti
Aspect House
Spencer Road
Lancing
BN99 8BU