

7 February 2013

Burberry Group plc

Board Change Appointment of John Smith as Chief Operating Officer

Burberry today announces the appointment of John Smith as Chief Operating Officer. This new position reflects the evolution of the executive team to support the next phase of growth, underpinned by Burberry's proven strategies.

John has over 20 years' experience in the media industry, most recently as Chief Executive of BBC Worldwide from 2005 to 2012, where he oversaw its significant expansion through the development of successful global franchises and innovative formats and platforms. With sales of over £1bn, BBC Worldwide broadcasts compelling content to over 100 countries. Prior to BBC Worldwide, he was Director of Finance then Chief Operating Officer of the BBC.

John brings Burberry a unique skill set in global brand management and new media, combined with strong financial and operational experience. He will work with existing teams to drive the operational execution of Burberry's brand strategies, particularly in digital media and mobile technology; to optimise the potential of the new Beauty division across all platforms; and to realise further efficiencies, reallocating resources to enable continued investment for growth.

John has served as a non-executive director on the Burberry Board since December 2009. He will continue to serve in this capacity until he takes up his new role as an Executive Director on 4 March 2013. He will report to the Chief Executive Officer.

Angela Ahrendts, Chief Executive Officer, commented:

"We are thrilled to announce John's appointment to the new position of Chief Operating Officer, which is an important step in the next phase of Burberry's development. His exceptional global brand and media expertise, together with his track record in finance and operations, will be invaluable as we continue to combine proven strategies and innovative execution to drive growth in the mobile digital age.

John's appointment positions us strongly to optimise the significant opportunities available to the brand by channel, region and product division, and to unlock the potential of unprecedented changes in consumer behaviour. He will be a tremendous addition to our closely connected global team."

John Smith commented:

“This is a hugely exciting time to be joining the executive team at Burberry. From my three years on the Board, I understand the significant opportunities that exist for the business globally and the unique culture that drives its performance.

Having had the chance to develop one great British brand on the global stage, it is my privilege now to begin a new chapter at another. Burberry is a business with exceptional future prospects and I look forward to playing a part in the next phase of its growth.”

Enquiries

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Notes

- From 2005 to 2012, John Smith was Chief Executive of BBC Worldwide, the commercial subsidiary of the BBC, which broadcasts to over 100 countries and 350m subscribers. In 2011/12 it had sales of £1,085m, profit of £155m and c.2,500 employees.
- John joined the BBC in 1989, and held the positions of Chief Operating Officer, Director of Finance, Property & Business Affairs and Finance Director.
- John was a member of the Accounting Standards Board from 2001 to 2004 and has been a Director of Severn Trent PLC and Vickers PLC.
- He is Vice President of the Royal Television Society and a Director of the Henley Festival.

- Burberry is a global luxury brand with a distinctive British heritage, core outerwear and large leather goods base and some of the most recognised icons in the world.
- Burberry designs and sources apparel and accessories, selling through a diversified network of retail (including digital), wholesale and licensing channels worldwide.
- Burberry has five strategic themes to underpin its growth: leverage the franchise; intensify non-apparel; accelerate retail-led growth; invest in under-penetrated markets; and pursue operational excellence.
- At 31 December 2012, Burberry had 203 retail stores, 214 concessions, 50 outlets and 62 franchise stores.
- Burberry which is headquartered in London, was founded in 1856. It is listed on the London Stock Exchange (BRBY.L) and is a constituent of the FTSE 100 index.
- BURBERRY, the Equestrian Knight Device and the Burberry Check are trademarks belonging to Burberry which are registered and enforced worldwide.