

# HIGHLIGHTS FROM BURBERRY INTERIM RESULTS 2014

*Ranked No.1 in the L2 digital IQ index: Fashion,  
for third consecutive year*

## RECORD REVENUE H1

**£1.1BN**

up 14% underlying

Double-digit underlying revenue  
growth in all regions and three  
main product divisions

## ADJUSTED PBT

**£152M**

up 6% underlying

Strong growth despite difficult external  
environment reflecting underlying  
health of the business

## CONSISTENT EXECUTION OF KEY STRATEGIES

*“This performance reflects the passion and commitment of our teams around the world,  
and the great momentum of the brand.”*

*Christopher Bailey – Chief Creative and Chief Executive Officer*

**90%**

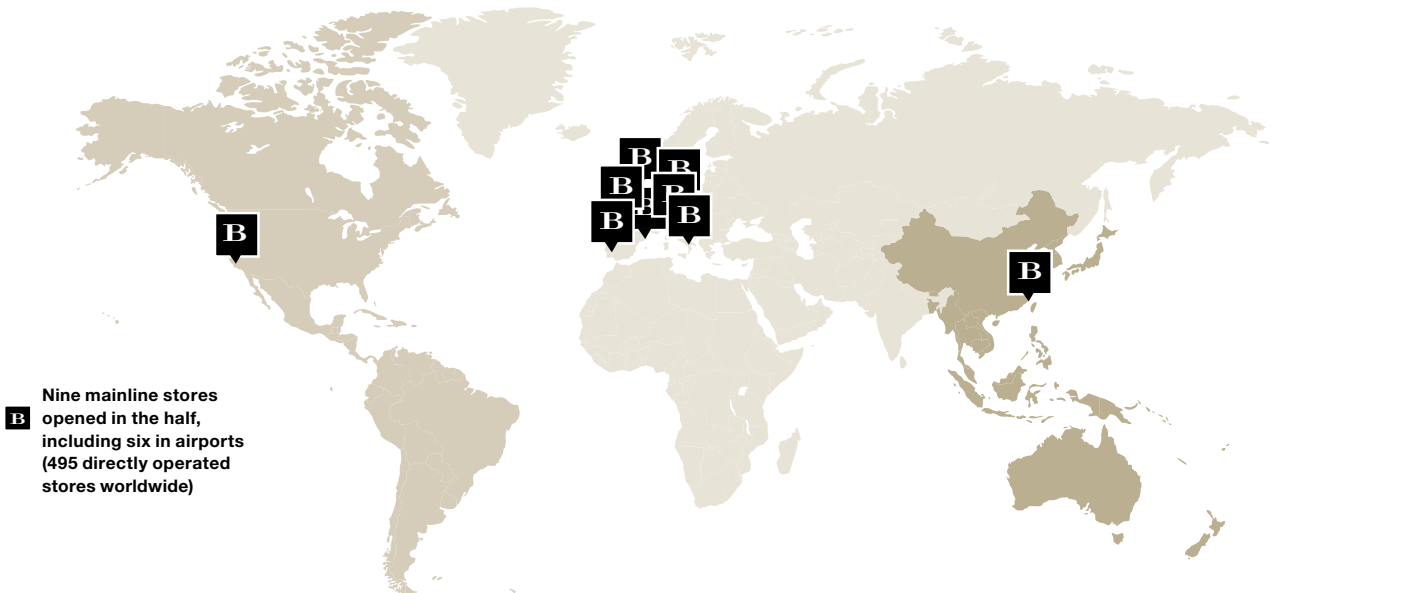
of top customers have access to  
Customer Value Management tool

**44**

countries worldwide have access  
to burberry.com in 11 languages

**28M+**

followers on social media platforms worldwide –  
the most followed luxury brand on Facebook



**B** Nine mainline stores  
opened in the half,  
including six in airports  
(495 directly operated  
stores worldwide)

Americas  
Revenue

**£270M**

up 17%\*

EMEIA  
Revenue

**£410M**

up 11%\*

Asia Pacific  
Revenue

**£385M**

up 17%\*

Mainline stores: 78  
Concession stores: 11

Mainline stores: 75  
Concession stores: 65

Mainline stores: 63  
Concession stores: 148

### Disclaimer

This document contains highlights from Burberry Group plc's Interim Results 2014. A copy of the full results can be found in the [following announcement](#). This document does not constitute an invitation to underwrite, subscribe for or otherwise acquire or dispose of any Burberry Group plc shares, in the UK, or in the USA, or under the USA Securities Act 1933 or any other jurisdiction.

\*underlying. Definition of underlying and adjusted PBT can be found in the full Interim Results statement.

# CONTINUED OUTPERFORMANCE

*“Through authentic products, great customer experiences and a culture of continuous improvement and innovation, we remain confident of Burberry’s sustained outperformance.”*

*Christopher Bailey – Chief Creative and Chief Executive Officer*



## BRITISH HERITAGE

*Successful relaunch of Burberry’s core heritage products*

- Success of simplified offering for ‘Made in England’ trench coats and scarves led to rollout to 200 stores worldwide
- Burberry is one of the biggest clothing manufacturers in the UK, operating two manufacturing sites in Yorkshire in the North of England; Castleford and the Burberry Mill



## CUSTOMER- FOCUSED

*Greater personalisation with the introduction of monogramming*

- Customer 1-2-1, an opt-in customer tool enabling sales associates to create and view customer profiles, including a visual wardrobe, global transaction history on/offline, noting product and fit preferences, now available in all retail stores
- 150 Burberry Private Client Associates worldwide



## INNOVATIVE

*Digital continued to outperform*

- First luxury brand to partner with Twitter to offer US customers ‘In Tweet’ purchasing for Runway Made to Order nails
- Orders via iPads in store represented over 25% of digital sales



## CREATIVE

*Successful My Burberry fragrance launch providing a halo benefit to the brand*

- Awarded ‘British Luxury Brand Advertising Campaign’ accolade at the 2014 Walpole British Luxury Awards
- My Burberry is the most successful fragrance ever on burberry.com
- Biggest ever global festive campaign launch secured record levels of engagement across social media channels, with ‘From London with Love’ film starring Romeo Beckham accumulating almost five million views within the first week



watch our  
**GLOBAL  
HIGHLIGHTS**

*Continuing to deliver  
long-term value  
for shareholders*

Interim dividend

**+10%**  
to 9.7p



watch our  
**FESTIVE  
CAMPAIGN  
VIDEO**