PROMISING EARLY SIGNS FROM NEW PRODUCT

Sales of Riccardo Tisci designed collections, £m

- Up strongly

Sales growth of the new collection vs last year, %

- Q1 19 RUNWAY
- Q1 20 MAINLINE
- Q1 20 PRE COLLECTION
COMPARABLE RETAIL STORE SALES +4%

GROUP RETAIL SALES +2% AT CER

- Retail revenues Q1 2019: £479m
- Comp store sales: +4%
- Space: -2%
- IFRS 15: +0.3%
- Retail revenue at CER: +2%
- FX: +2%
- Retail revenues Q1 2020: £498m

MT - mid teens
BUILDING BRAND HEAT

FREQUENT ENGAGEMENT
B SERIES
LAUNCHED MONOGRAM
BUILDING SOCIAL MEDIA MOMENTUM
ORGANIC INFLUENCER ENDORSEMENT
IMPROVED EDITORIAL ROI

DELIVERING RICCARDO’S PRODUCT

AVAILABLE PRODUCT
% of total

<table>
<thead>
<tr>
<th></th>
<th>FEB-APR ’19</th>
<th>MAY-AUG ’19</th>
<th>SEP-DEC ’19</th>
<th>JAN-MAR ’20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indicative</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>100%</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

Note: mainline and digital only
OUTLOOK FOR FY 2020

GUIDANCE MAINTAINED
Broadly stable revenue and operating margin at CER

COST SAVINGS
On track for £120m cumulative cost savings

CAPITAL SPEND
c£200m

CURRENCY
c£15m benefit to adj operating profit

GOOD QUARTER IN OUR MULTI YEAR JOURNEY

PRODUCT
• Riccardo Tisci designed product now around 50% of our assortment
• Building to 75% by the end of the financial year

DISTRIBUTION
• 23 stores now aligned to our creative vision
• 9 of our non strategic stores rationalised
• Transitioning our wholesale distribution to luxury

COMMUNICATION
• Created exceptional visibility through pop-ups, activations and experiences
• Continuously engaged our customers through BI-Series drops and monogram capsule
The financial information contained in this presentation is unaudited. Certain statements made in this announcement are forward-looking statements. Such statements are based on current expectations and are subject to a number of risks and uncertainties that could cause actual results to differ materially from any expected future results in forward-looking statements. Burberry Group plc undertakes no obligation to update these forward-looking statements and will not publicly release any revisions it may make to these forward-looking statements that may result from events or circumstances arising after the date of this document. Nothing in this announcement should be construed as a profit forecast. All persons, wherever located, should consult any additional disclosures that Burberry Group plc may make in any regulatory announcements or documents which it publishes. All persons, wherever located, should take note of these disclosures. This announcement 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 US, or under the US Securities Act 1933 or in any other jurisdiction.

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ALTERNATIVE PERFORMANCE MEASURES

All metrics and commentary in this presentation are at reported FX and exclude adjusting items unless stated otherwise.

Constant exchange rates (CER) removes the effect of changes in exchange rates compared to the prior period. This takes into account both the impact of the movement in exchange rates on the translation of overseas subsidiaries' results and also on foreign currency procurement and sales through the Group’s UK supply chain.

Comparable sales is the year-on-year change in sales from stores trading over equivalent time periods and measured at constant foreign exchange rates. It also includes online sales.

Cumulative costs savings are savings compared to FY 2016 operating expenses.

Certain financial data within this presentation have been rounded.

FOREIGN EXCHANGE RATES

<table>
<thead>
<tr>
<th>Exchange rates</th>
<th>Forecast effective rates for FY 2020</th>
<th>Actual average exchange rates</th>
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<tbody>
<tr>
<td></td>
<td>28 June 2019</td>
<td>30 April 2019</td>
</tr>
<tr>
<td>£1=</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Euro</td>
<td>1.12</td>
<td>1.16</td>
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<tr>
<td>US Dollar</td>
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<tr>
<td>Chinese Yuan Renminbi</td>
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<tr>
<td>Hong Kong Dollar</td>
<td>9.93</td>
<td>10.23</td>
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<tr>
<td>Korean Won</td>
<td>1,473</td>
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</tr>
</tbody>
</table>

Currency sensitivity: In FY 2019, a +/-5% move in sterling would have resulted in a +/-£45-50m impact on the adjusted operating profit of £438m.
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REPORTING CALENDAR

AGM 17 July 2019
Interim results 14 November 2019

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