

12 March 2021

Burberry Group plc

Trading Update

This announcement contains Inside Information as defined in Article 7 of the Market Abuse Regulation.

We are issuing an unscheduled trading update ahead of the 27th March 2021 financial year end. Since December, we have continued to see a strong rebound and now expect revenue and adjusted operating profit to be ahead of consensus expectations. Comparable store retail sales in Q4 FY2021 are expected to be in the range of +28% to +32% higher than the same period last year. For the full year, we expect group revenue to decline by -10% to -11% and the adjusted operating margin to be in the range of 15.5% to 16.5%.

Our Preliminary FY2021 Results will be released on 13th May 2021.

The person responsible for arranging the release of this announcement on behalf of Burberry Group plc is Gemma Parsons, Company Secretary.

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Notes to editors

- Burberry is a global luxury brand, headquartered in London
- Burberry is listed on the London Stock Exchange (BRBY.L) and is a constituent of the FTSE 100 index. Its ADR symbol is OTC:BURBY.
- BURBERRY, the Equestrian Knight Device, the Burberry Check and the Thomas Burberry Monogram and Print are trademarks belonging to Burberry.