

Role and Responsibilities of the Chief Executive Officer

This document sets out the role and responsibilities of the Chief Executive Officer of Burberry Group plc (the “Group”).

Role

The Chief Executive Officer (CEO) reports to the Chair and the Board and is responsible for leading the day to day operation of the Group’s business within the authority delegated by the Board.

Principle duties and responsibilities:

1. Business strategy and management

- a. Developing the Group’s strategy and objectives whilst having regard to the Group’s responsibilities to its shareholders and wider stakeholders including, customers, employees and suppliers.
- b. Ensuring effective implementation of Board decisions and the successful execution of strategy following approval by the Board.
- c. Regularly reviewing the operational performance and strategic direction of the Group’s business.
- d. Recommending to the Board an annual budget and a financial plan and ensuring their implementation following Board approval.
- e. Optimising, as far as is reasonably possible, the use and adequacy of the Group’s resources.
- f. Together with the Chair, providing coherent leadership of the Group, including, representing the Group to employees, customers, suppliers, governments, shareholders, financial institutions, the media, the community and the public.
- g. Ensuring the long-term sustainability of the business.
- h. Ensuring all Group policies and procedures are followed and confirm to the highest standards.

2. Investment and financing

- a. Approving and executing acquisitions and divestments for recommendation to the Board in line with the authority delegated by the Board.

3. Risk management and controls

- a. Managing the Group’s risk profile in line with the extent and categories of risk identified as acceptable by the Board.
- b. Ensuring appropriate internal controls are in place.

4. Board committees

- a. Making recommendations on remuneration policy and terms of employment of the senior executive team, including the Company Secretary to the Remuneration Committee.
- b. Making recommendations to the Nomination Committee on the role and capabilities required in respect of the appointment of executive Directors.

5. Communication

- a. Keeping the Chair informed on all important matters.
- b. Ensuring the Board receives accurate, timely and clear information to enable it to discharge its duties.
- c. Ensuring the Board are kept informed of key business issues including any forthcoming, complex, contentious or sensitive issues affecting the Group, for example any divergence of views within senior management.
- d. Ensuring the Board is aware, where appropriate, of the views of the workforce on issues of relevance to the business.

e. Leading effective engagement and communication with shareholders and other relevant stakeholders.

6. Other

a. Leading by example to promote the desired culture and communicate to the workforce the expectations of the Board in relation to the Group's culture, values and behaviour.

b. Approving Group Human Resources policies, including management development and succession planning for the senior executive team, whilst having regard to diversity, inclusion and equal opportunity.

c. Promoting, and conducting the affairs of the Group with the highest standards of integrity, probity and corporate governance.

d. Regularly reviewing the Group's organisational structure and recommending changes as appropriate.

Approved by the Board 21 March 2024