

## BURBERRY RESPONSIBLE MARKETING AND ADVERTISING COMMITMENT

### Background

Since being founded in 1856, Burberry has been guided by the core belief that Creativity Opens Spaces. From developing outerwear that allowed daring men and women to surpass the limits of human endeavour to being a luxury pioneer in the digital space, our purpose is to unlock the power of imagination to push boundaries and open new possibilities for our people, our customers and our communities. The decisions we take are guided by our purpose and values. To inspire and excite our existing and prospective customers, our creative, marketing and communications teams create distinctive and meaningful content as well as luxury experiences that speak to our brand heritage and purpose. Our ambition is to harness our brand story to strengthen our customers' love for and connection with our brand. Leveraging the creativity that underpins our purpose, we inspire our customers through product led content and creative communication, amplifying our messages through our brand communities.

### Our commitments

We are committed to ensuring our marketing activities and communications are truthful, responsible and transparent in nature. We provide accurate, balanced and properly substantiated information about our products and their environmental and social impacts. We adhere to all advertising guidelines and applicable regulations in countries in which we operate.

Burberry is particularly aware of the responsibility it has when releasing content that may be consumed by vulnerable market segments. We are guided by our core values and ensure that our content is non-discriminatory and does not endorse violent, dangerous, harmful or offensive behaviour. In selecting media channels for our marketing activities, we avoid any media that does not align with our core values.