

## **CODE OF ETHICAL BUSINESS PRINCIPLES**

- Information about Burberry's business shall be communicated clearly, and accurately in a non-discriminatory manner and in accordance with local regulations;
- Burberry believes that trust is a vital element in the successful conduct of its business and accordingly all information provided and statements made by any Burberry employee or any employee of Burberry's Business Associates must be truthful, accurate and not misleading;
- Employees must be selected and promoted on the basis of their qualifications and merit, without discrimination or concern for race, religion, national origin, colour, sex, sexual orientation, age or disability;
- Workplaces should be safe and civilized; sexual harassment or offensive behaviour of any kind, which includes the demeaning of individuals through words or actions or the display or distribution of offensive material will not be permitted or tolerated;
- All information relating to Burberry's business, or to its customers, is confidential and must be treated as such and confidential information must not be used for personal gain;
- Insider dealing, whether in the shares of any parent company of the Burberry group or any customer or Business Associate, is prohibited;
- Business Associates will not knowingly create work which contains statements, suggestions or images offensive to general public decency;
- Burberry requires that its Business Associates do not, for direct or indirect personal gain directly or indirectly engage in any activity which competes with companies within the Burberry group or with Burberry's obligations to any such company;
- Business Associates must not have any personal or family conflicts of interest with the Burberry group;
- The possession, use or distribution of any illegal drugs, or use of any legal or controlled drugs (or alcohol) other than in the manner for which they were properly approved and prescribed is not permitted while on Burberry or customer premises or conducting Burberry's business;
- All Business Associates must comply with all applicable local laws and regulations and any laws with an international reach, including (without limitation) import/export regulations and any sanctions legislation; and
- No officer or employee of any Business Associate or any officer or employee thereof shall conduct themselves in a manner which brings the Burberry group into disrepute