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## SUMMARY OF PROGRESS

Full-price comparable sales accelerated to +26% vs LLY, driven by new, younger customers

Strong growth across core strategic categories

Introduced new global store concept, opening first flagship with design in Sloane Street, London in July

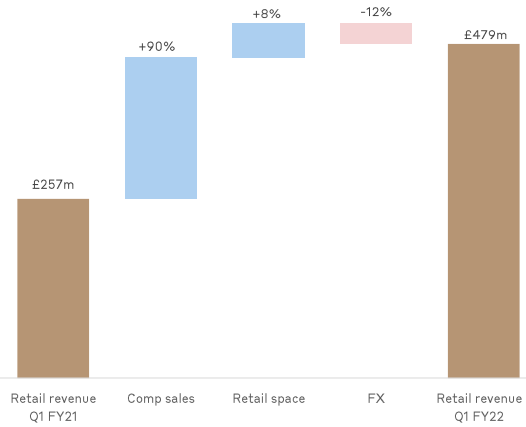
Digital full price more than doubled vs LLY

Pledged to become climate positive by 2040, going beyond net zero to set a new industry standard

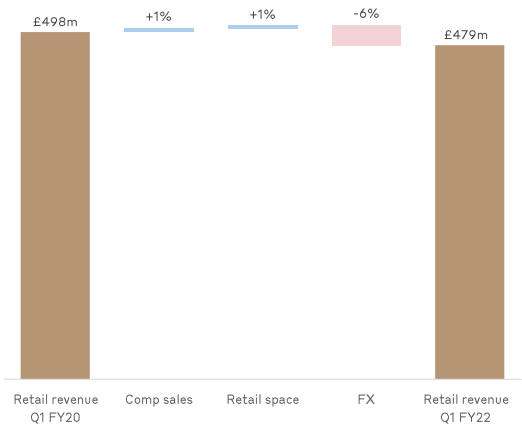
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## COMPARABLE STORE SALES GROWTH

Comparable Sales performance + 90% vs LY



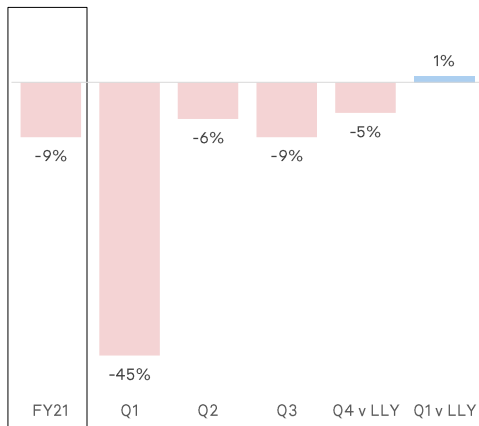
Comparable Sales performance +1% vs LLY



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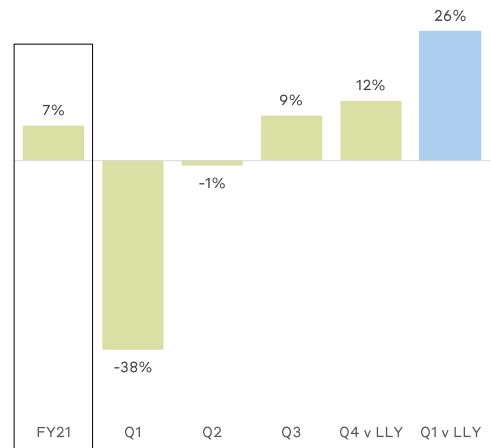
## QUARTERLY COMP STORE SALES PROGRESSION INCLUDING FULL-PRICE SALES GROWTH

Comparable store sales by quarter



Note: Against the previous year Q4 FY21 +32%, Q1 FY22 +90%

Full-price comparable sales by quarter



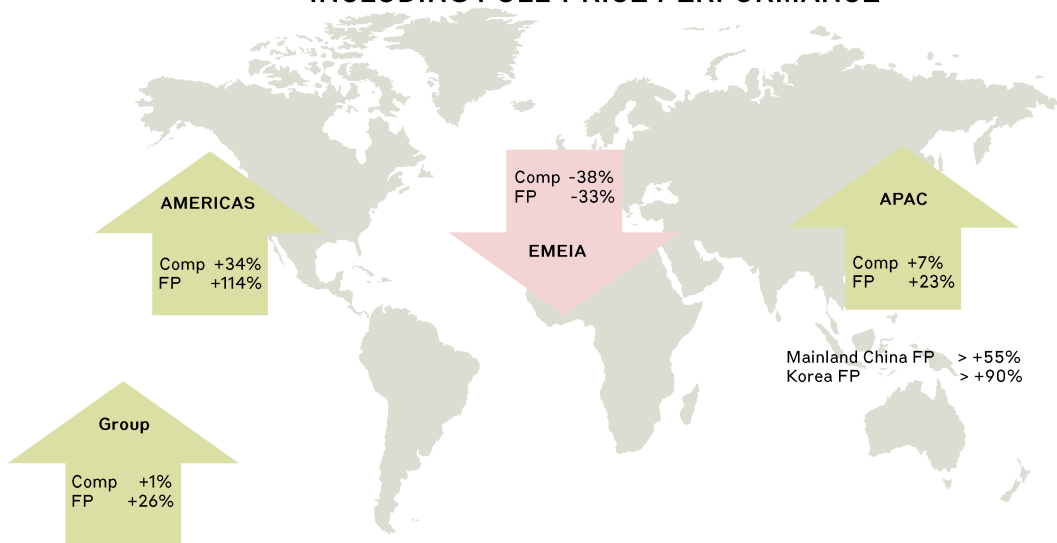
Average store closures

FY21	18%
Q1	44%
Q2	4%
Q3	7%
Q4 v LLY	16%
Q1 v LLY	11%

Note: Against the previous year Q4 FY21 +63%, Q1 FY22 +121%

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## Q1 RETAIL COMPARABLE GROWTH VS FY20 INCLUDING FULL-PRICE PERFORMANCE



Note: Comp - Comparable store sales at CER; FP - Full-price comparable store sales at CER

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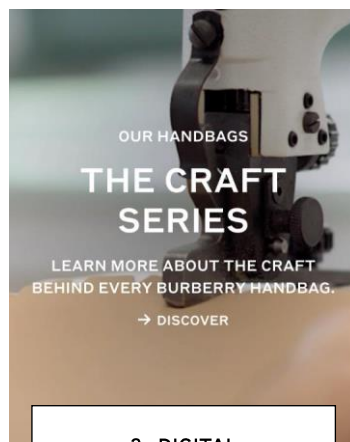
## GOOD GROWTH DRIVEN BY STRONG CAMPAIGNS



1. LEATHER GOODS



2. OUTERWEAR



3. DIGITAL

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## STORE ROLLOUT PLAN ON TRACK



NEW STORE CONCEPT, SLOANE STREET, JULY 2021



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## CLIMATE POSITIVE BY 2040 – BOLD NEW TARGETS

We aim to go further than our current net-zero by 2040 target by reducing emissions within our own value chain and investing in initiatives beyond our business to tackle the future impacts of climate change.

### REDUCTIONS

INTERIM TARGETS	LONG-TERM GOAL
<ul style="list-style-type: none"> <li>Reduce emissions by 95% from own operations (scope 1 &amp; 2) by 2022</li> <li>Reduce emissions across extended supply chain (scope 3) by 46% (from a previous target of 30%) by 2030</li> </ul>	<ul style="list-style-type: none"> <li>Achieve net-zero by 2040</li> <li>Reduce emissions by 90% across Burberry's entire footprint</li> <li>Going beyond net zero to become climate positive by supporting carbon removal initiatives beyond our footprint</li> </ul>
<p>Burberry's new carbon reduction targets are:</p> <ul style="list-style-type: none"> <li>✓ Science-based</li> <li>✓ Aligned with the 1.5° pathway</li> </ul>	

### REGENERATION FUND

THE BURBERRY REGENERATION FUND WILL UNDERPIN OUR EFFORTS BY:

- Accelerating low-carbon future solutions
- Investing in programmes that protect and restore natural ecosystems that remove carbon from the atmosphere
- Funding climate resilience projects that empower vulnerable, frontline communities to adapt to changing realities and protect livelihoods

- ✓ Aim to remove carbon
- ✓ Help others achieve their own climate goals

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## OUTLOOK

Strategy firmly on track

Markdown MSD headwind on FY22 comp vs LY

Wholesale – H1 FY22 +60% vs LY

FX - £114m revenue headwind £40m adjusted operating profit headwind in FY22

**Medium term guidance unchanged**

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## DISCLAIMER

- 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. It incorporates 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.

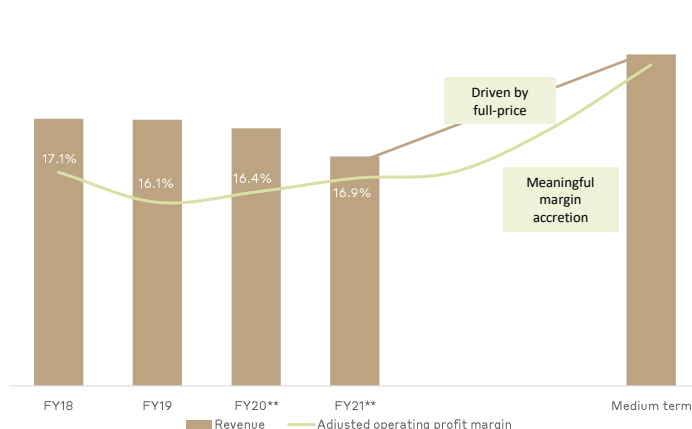
Comparable sales is the year-on-year change in sales from stores trading over equivalent time periods and measured at constant foreign exchange rates. It also includes online sales. This measure is used to strip out the impact of store openings and closings, or those closures relating to refurbishments, allowing a comparison of equivalent store performance against the prior period. The measurement of comparable sales has not excluded stores temporarily closed as a result of the COVID-19 outbreak.

Certain financial data within this presentation have been rounded.

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## MEDIUM TERM GUIDANCE

Transformation years and COVID impact      The next chapter: Accelerate and grow



**Revenue growth**  
HSD Revenue CAGR (base FY20)\*  
driven by brand advocacy, core product categories, improved sales densities, digital and full-price

**Adjusted operating margin**  
FY22 increased investment and cost normalisation

Medium term accretion expected driven by revenue growth and fixed cost leverage

\*Guidance based on constant exchange rates

\*\*Historical margins as reported with FY19 impacted by adverse FX (-110bps) and from FY20 adjusted operating profit is reported under IFRS16 (+110bps in FY20 v IAS17)

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## FY22 FINANCIAL OUTLOOK

REVENUE	Markdowns	We will be exiting markdowns in mainline stores in FY22, leading to a mid-single digit headwind against our comparable store sales for both the full year and Q2 FY22
	Wholesale	H1 wholesale to increase by around 60%
	Retail space	Expected to be broadly neutral on the year
PROFIT	Tax rate	We expect the adjusted tax rate to be around 22%
CASH FLOW	Capex	Expected to be in the range £180m to £190m
FX*	FX	Headwind on revenue of £114m and £40m on adjusted operating profit at 25 June spot rates
DIVIDEND		Resumption of progressive dividend policy
CALENDAR		Please note that FY22 is a 53 week year

- Based on FX rates at 25 June
- Note: all guidance based on FY21 CER

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## FOREIGN EXCHANGE RATES

Exchange rates	Forecast effective rates for FY22		Actual average exchange rates
	25 June 2021	30 April 2021	Fiscal Year 2021
£1=			
Euro	1.17	1.15	1.12
US Dollar	1.39	1.39	1.30
Chinese Yuan Renminbi	9.00	9.03	8.85
Hong Kong Dollar	10.82	10.82	10.08
Korean Won	1,577	1,545	1,514

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### Reporting calendar

Interim Results      11 November 2021

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