

Q3 FY25 RESULTS PRESENTATION

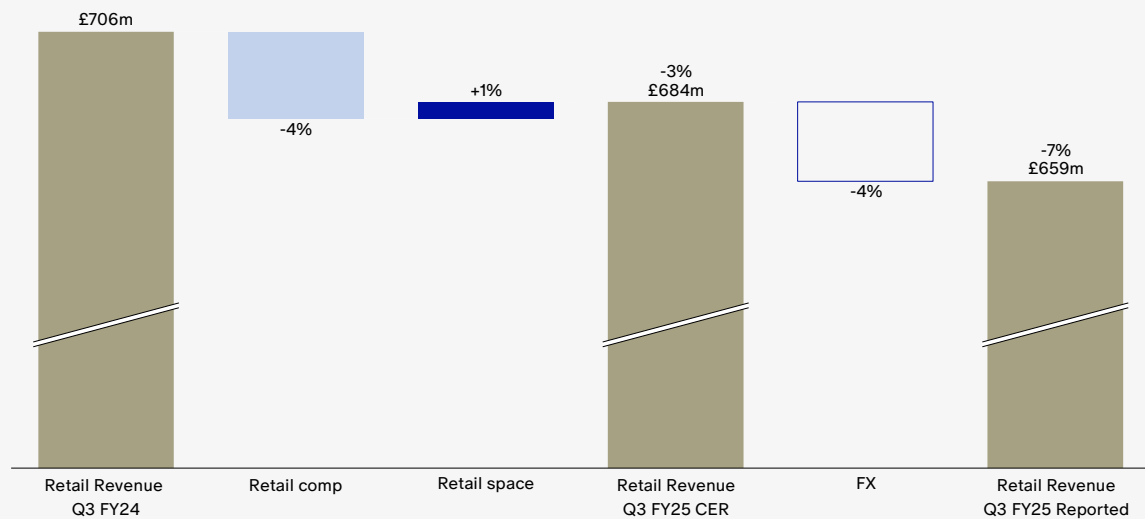
24th JANUARY 2025



Q3 FY25 | SUMMARY

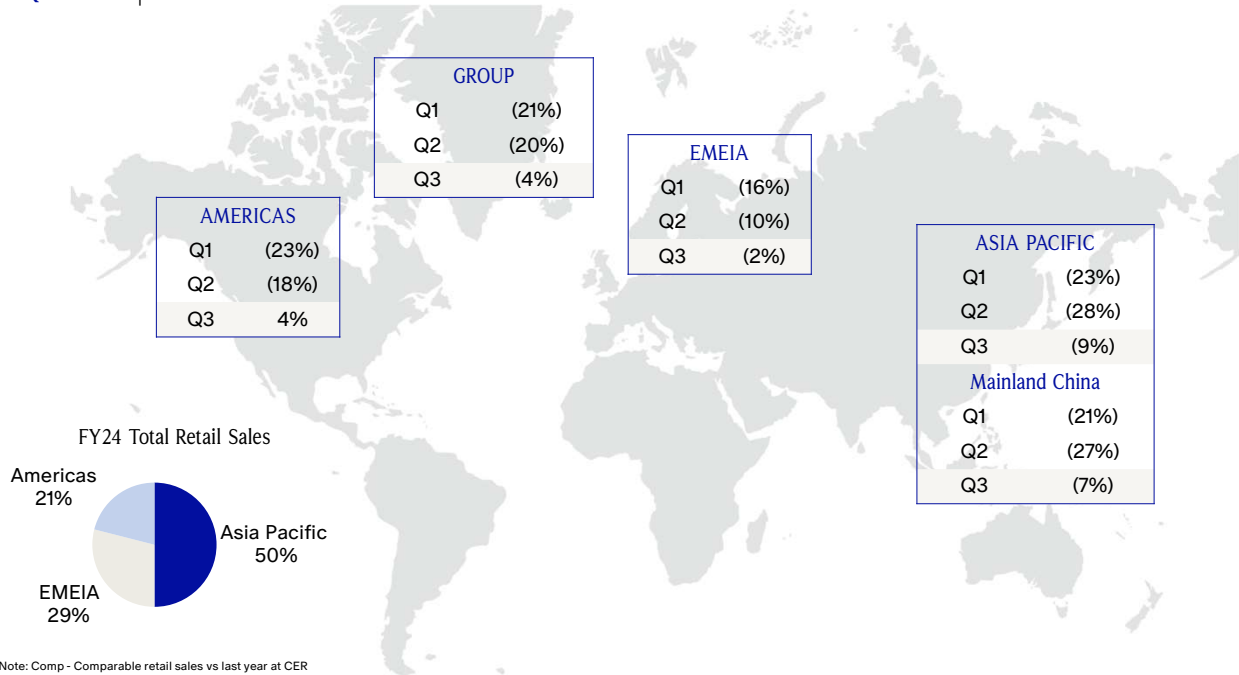
- Comparable retail sales -4% vs LY
- Total retail revenue -3% at CER and -7% reported
- Initiated our brand reset with 360-degree Outerwear and Festive campaigns
- Aligned product focus around recognisable brand signifiers, core categories and good/better/best pricing in a luxury context
- Evolved visual merchandising in store and online to increase focus on outerwear and scarves

Q3 FY25 | RETAIL SALES GROWTH



3

Q3 FY25 | REGIONAL RETAIL COMPARABLE SALES



4

BRAND | TIMELESS BRITISH LUXURY

IT'S ALWAYS BURBERRY WEATHER



WRAPPED IN BURBERRY



5

PRODUCT | LEAD WITH OUTERWEAR, HERO SCARVES

OUTERWEAR



SOFTS



6

DISTRIBUTION | ALIGN DISTRIBUTION WITH PRODUCT AND CUSTOMER STRATEGY

IN STORE



ONLINE



FY25 OUTLOOK

- Acting with urgency to stabilise the business and position the brand for a return to sustainable profitable growth, supported by strong cash generation and balance sheet strength
- It is now more likely H2 FY25 results will broadly offset the H1 FY25 adjusted operating loss
- **Retail space** to be broadly stable in FY25
- **Wholesale** revenue to be down around 35% for FY25
- Initiated **cost savings** programme to unlock annualised savings of around £40m in FY26, with around £25m to be delivered in FY25
- **Adjusting Items** - Restructuring charge of around £20m in FY25
- **Capex** to be around £150m in FY25
- **Currency** headwind¹ – c.£65m revenue and c.£25m adjusted operating profit in FY25

1. Based on FX rates 3 January 2025
Note: All guidance based on FY24 CER

Q&A



APPENDIX



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.

Burberry is listed on the London Stock Exchange (BRBY.L) and is a constituent of the FTSE 250 index. ADR symbol OTC:BURBY.

BURBERRY, the Equestrian Knight Device, the Burberry Check, and the Thomas Burberry Monogram and Print are trademarks belonging to Burberry.

www.burberryplc.com

LinkedIn: Burberry

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. The constant exchange rate incorporates both the impact of the movement in exchange rates on the translation of overseas subsidiaries' results and on foreign currency procurement and sales through the Group's UK supply chain.

Comparable store sales are the year-on-year 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 permanent store openings and closings, or those closures relating to refurbishments, allowing a comparison of equivalent store performance against the prior period.

Certain financial data within this presentation have been rounded. Growth rates and ratios are calculated on unrounded numbers.

FY25 | FINANCIAL OUTLOOK

REVENUE	Retail space	Space is expected to be broadly stable in FY25.
	Wholesale	Wholesale revenue is expected to decline by around 35% in FY25.
OPEX		Initiated cost savings programme to unlock annualised savings of around £40m in FY26, with around £25m to be delivered in FY25, and of which £8m realised in H1 FY25.
ADJUSTING ITEMS		Restructuring charge of around £20m in FY25, of which £12m was incurred in H1 FY25.
CURRENCY ¹		The impact of year-on-year exchange rate movements is expected to be a headwind of around £65m on revenue and around £25m on adjusted operating profit
CASH FLOW	Capex	Capex is expected to be around £150m.
DIVIDEND		As we navigate this period, we have suspended dividend payments in respect of FY25 in order to maintain a strong balance sheet and our capacity to invest in Burberry's long-term growth.

1. Based on FX rates 3 January 2025
Note: All guidance based on FY24 CER

13

FOREIGN EXCHANGE RATES

EXCHANGE RATES	FORECAST EFFECTIVE AVERAGE RATES FOR FY25		ACTUAL AVERAGE EXCHANGE RATES	
	3 January 2025	25 October 2024	H1 FY25	FY24
£1=				
Euro	1.19	1.19	1.18	1.16
US Dollar	1.27	1.29	1.29	1.26
Chinese Renminbi	9.19	9.23	9.23	9.01
Hong Kong Dollar	9.92	10.04	10.01	9.84
Korean Won	1,779	1,779	1,746	1,657
Japanese Yen	195	196	195	182

14

INVESTOR RELATIONS CONTACTS

LAUREN WU LENG
Head of Investor Relations
lauren.wuleng@burberry.com

MATT COUPLAND
Director, Investor Relations
matthew.coupland@burberry.com

RHIAN POWELL
Investor Relations Analyst
rhian.powell@burberry.com

REPORTING CALENDAR

Preliminary Results 14 May 2025

Horseferry House
Horseferry Road
London
SW1P 2AW
Tel: +44 (0)20 3367 3524
investor.relations@burberry.com