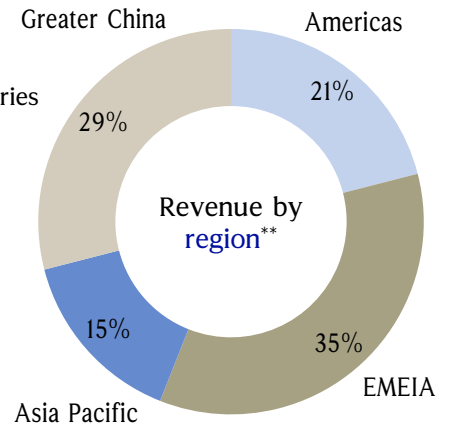
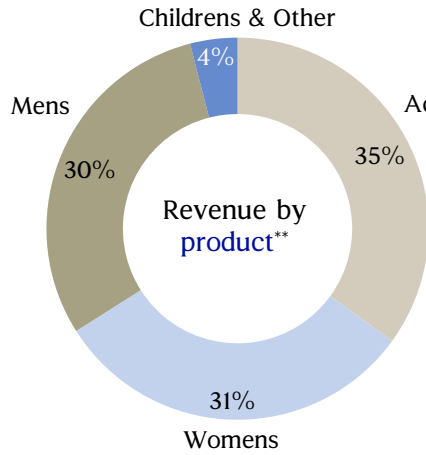
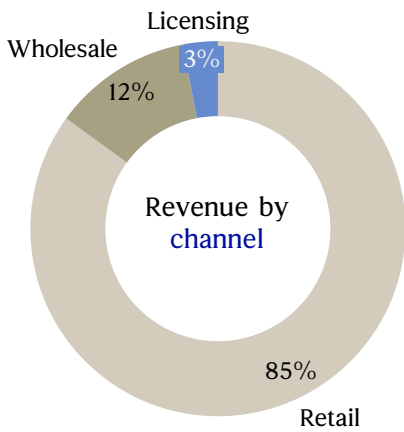


BURBERRY

IN A SNAPSHOT

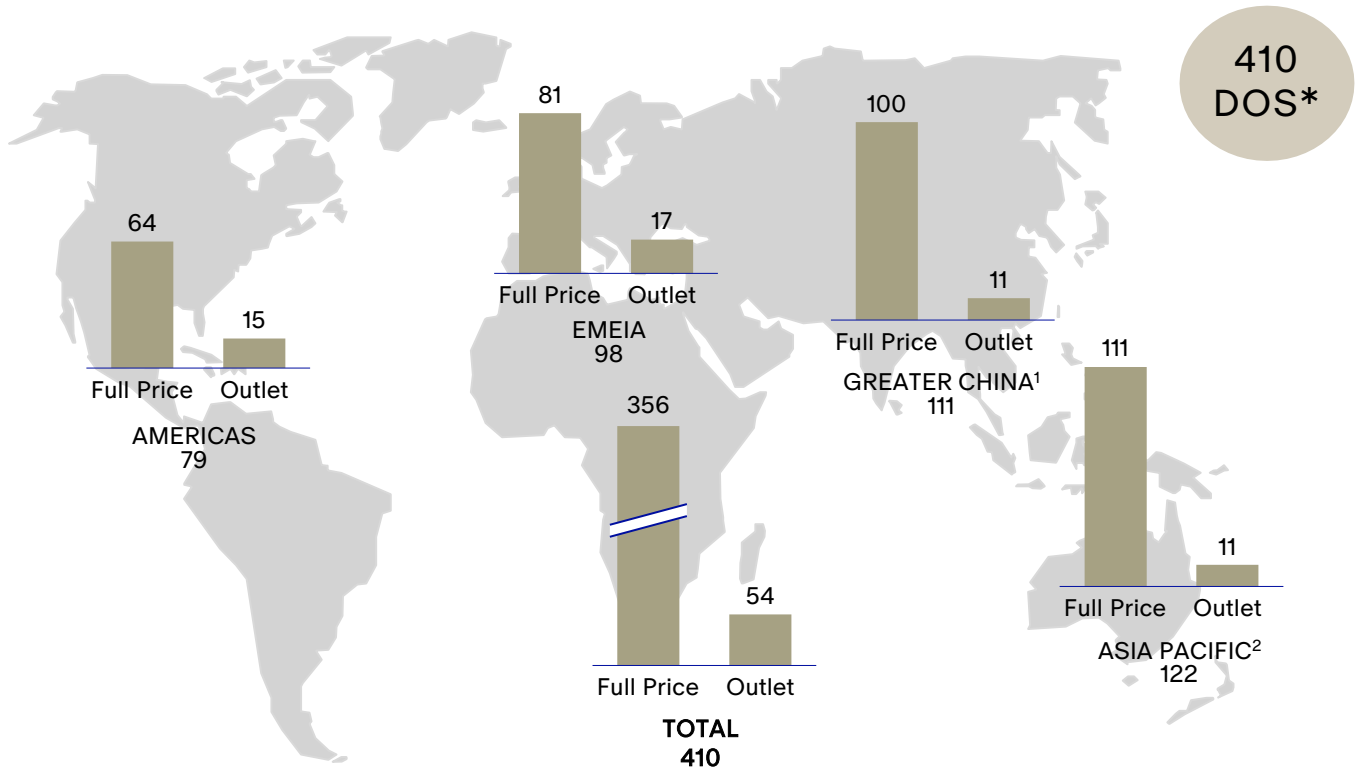
FY2025/26 Total Revenue*

£2,420m



*Financial information is presented at reported exchange rates
 **Retail/Wholesale Revenue.

EXTENSIVE LUXURY DISTRIBUTION FOOTPRINT



Note: Full Price stores consist of 222 Mainline and 134 Concession stores as of 28th March 2026.

*Directly operated stores. Footprint also has 27 franchise stores: 10 Asia Pacific and 17 EMEA as of 28th March 2026.

In FY2025/26 we realigned our regions as follows:

- Greater China consists of: Mainland China; Hong Kong S.A.R, China; Macau S.A.R, China; and Taiwan Area, China.
- Asia Pacific consists of the rest of Asia, including Japan, South Korea, Southeast Asia, Australia and New Zealand.

BURBERRY FORWARD

Our strategy to deliver sustainable value creation



In November 2024, we launched Burberry Forward, our strategic plan to reignite brand desire, improve performance and drive long-term value creation. With our customers at the centre of everything we do, we are leveraging our strengths with a disciplined approach and a range of products to attract a broad base of luxury customers.

The progress we made during FY2025/26 reinforces our confidence that Burberry Forward is the right strategy for our Company. We have strengthened brand desirability through our Timeless British Luxury expression. We have also enhanced our product offer with our iconic outerwear and scarves at its core, and deepened connections with our customers around the world, laying a strong foundation for continued growth and long-term value creation.

At the same time, we are reigniting our high-performance culture, ensuring that we are maximising the vast and varied talents of our people, while upholding our commitments to social and environmental responsibility.

As we drive Burberry Forward, we will continue to place the customer at the centre of our business, guided by four strategic pillars.

PLACING THE CUSTOMERS AT THE CENTRE OF EVERYTHING WE DO

1 BRAND: TIMELESS BRITISH LUXURY

2 PRODUCT: LEAD WITH OUTERWEAR

3 DISTRIBUTION: ALIGN DISTRIBUTION WITH PRODUCT & CUSTOMER STRATEGY

4 PEOPLE: REIGNITE A HIGH-PERFORMANCE CULTURE

REIGNITE DESIRE

SUSTAINABILITY AT BURBERRY

At Burberry, we endeavour to act responsibly with respect to climate and nature, the communities in which we operate and those employed within our business and wider supply chain.

Our strategy, Burberry Beyond, sets out our ambition across four priority areas: Product, Planet, People, and Community Investment. We report non-financial KPIs that help measure progress against our targets in our Annual Report FY2025/26, found [here](#).

For more information, visit our ESG page [here](#).

PRODUCT

Responsible craftsmanship

PLANET

Become net zero and protect nature

PEOPLE

Champion belonging and wellbeing across Burberry's footprint

COMMUNITY INVESTMENT

Positively impact young people

RECOGNITION

MSCI
ESG RATINGS



ccc | B | BB | BBB | A | AA | **AAA**

We have received an MSCI ESG rating of AAA for the seventh consecutive year in a row



We received an ESG Risk Rating of Low



During the 2025 disclosure cycle, we received a score of 97%, ahead of the sector average of 72%



We ranked in the leadership band, receiving an A- score in the 2025 CDP Climate Change Survey

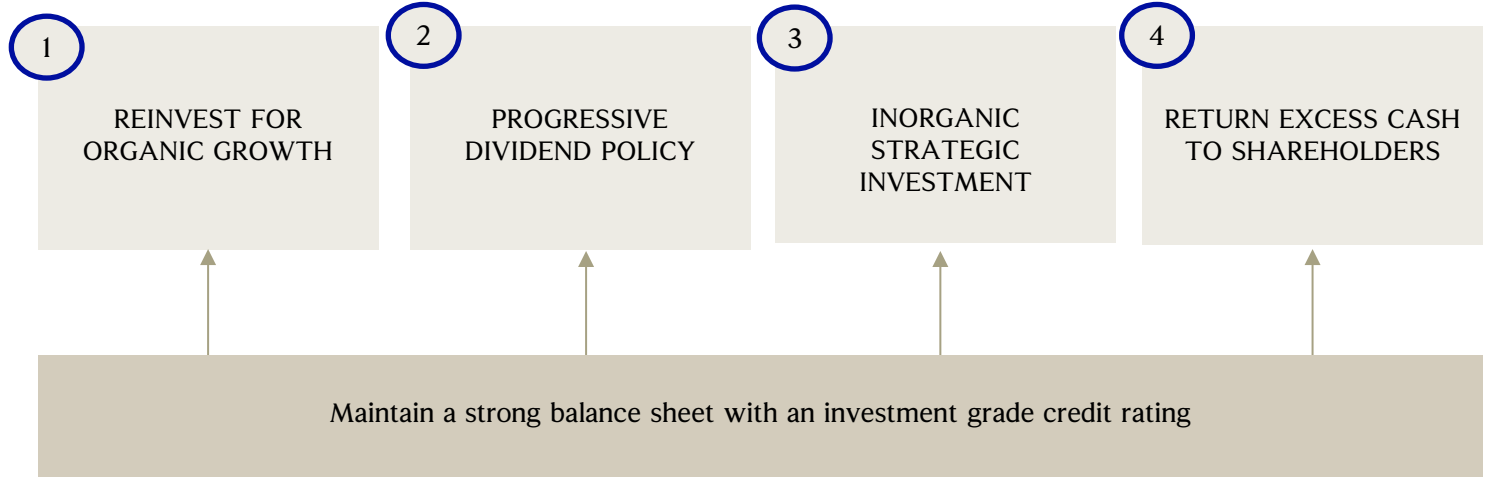


FTSE4Good
We are included in the FTSE4 Good Index Series with a ranking of 4.2 out of 5

OUR CAPITAL ALLOCATION FRAMEWORK

Our strategy and targets are governed by our capital allocation framework, which we use to prioritise the use of cash. This framework addresses the investment needs of the business, dividend payments and additional returns to shareholders. The framework also seeks to maintain an appropriate capital structure for the business and a strong balance sheet with an investment grade credit rating.

OUR CAPITAL ALLOCATION FRAMEWORK



For further details of our debt and credit rating please click [here](#).

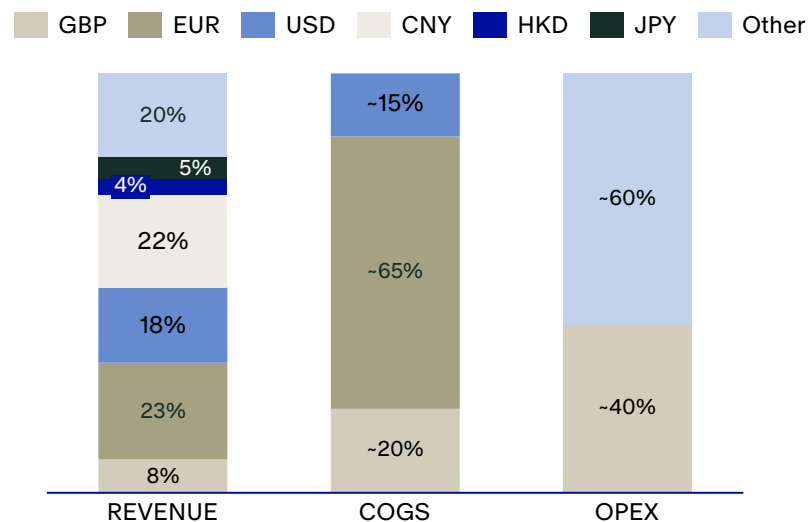
For details of each priority of the framework, please see page 32 of the Annual Report FY2025/26, found [here](#).

In July 2024, the Board made the decision to suspend dividend payments in respect of FY2024/25. In line with our Capital Allocation Framework, we have maintained this prudent approach for FY 2025/26 which will support the business as we execute Burberry Forward. While our priority is to reinvest in the business, our intention is to return to paying dividends as soon as possible, while maintaining a robust balance sheet. Please see page 3 of the Annual Report FY2025/26, found [here](#).

FOREIGN EXCHANGE

Exchange rates	Spot rates	Average effective exchange rates
	1 May 2026	FY2025/26
£1=		
Euro	1.16	1.16
US Dollar	1.36	1.34
Chinese Renminbi	9.26	9.50
Hong Kong Dollar	10.63	10.47
South Korean Won	1,997	1,917
Japanese Yen	213	203

SIMPLIFIED VIEW OF BURBERRY'S FX EXPOSURES IN FY2025/26



*Other opex includes CNY, USD, EUR, HKD, KRW, JPY.

In FY2025/26, a +/-5% move in GBP would have resulted in around a +/-£35m impact on adjusted operating profit.

BURBERRY

CEO and CFO



JOSHUA SCHULMAN, CEO

Joshua is an accomplished Chief Executive Officer who has held a number of CEO and senior executive roles at global luxury, fashion, and retail businesses. With more than 30 years experience across product categories, channels and geographies, he brings a track record of driving growth and transformation. Joshua shares the Board's ambition to build on Burberry's unique British heritage to deliver growth and unlock the brand's full potential.



KATE FERRY, CFO

Kate is a highly experienced Chief Financial Officer having held roles in both public and private companies. In addition to her financial acumen, Kate has extensive experience driving business transformation and strategic development and a deep understanding of public markets. She has particular expertise in the retail sector, as well as an excellent understanding of the luxury industry. In her early career, Kate was involved in numerous IPOs including that of Burberry in 2002. Kate is a Chartered Accountant.

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- Certain statements made in this document 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 document 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 document 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 100 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 which are registered and enforced worldwide.
- All metrics and commentary in this document are at reported FX and exclude adjusting items unless stated otherwise.
- Details of Burberry Alternative Performance Measures are set out on page 30-31 of our Annual Report FY2025/26, found [here](#).
- Certain financial data within this document have been rounded.