

ADMISSION CARD

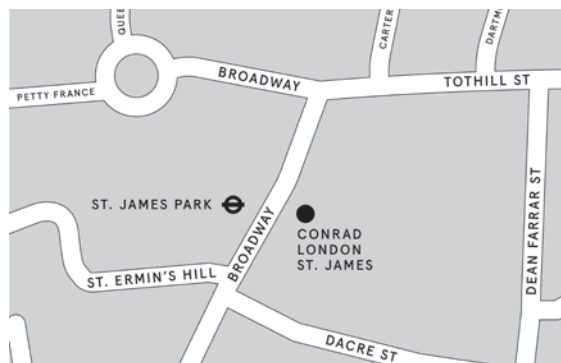
Notice of Availability – important, please read carefully

You can now access the 2017/18 Annual Report and Accounts and Notice of Annual General Meeting at www.burberryplc.com. You can submit your proxy via the internet at www.sharevote.co.uk.

Please note that the Annual General Meeting ('AGM') is a private meeting for shareholders and duly authorised proxies/representatives. If you are attending the AGM please complete this admission card where indicated and hand it in at the registration desk.

The AGM is to be held at Conrad London St. James, 22-28 Broadway, London, SW1H 0BH on Thursday, 12 July 2018 at 2pm. Doors will open for registration at 1.30pm and the AGM will commence at 2pm.

Date Signature



● CONRAD LONDON ST. JAMES
22-28 BROADWAY, LONDON, SW1H 0BH

+ FORM OF PROXY

2556-081-S

Voting ID Task ID Shareholder Reference Number

I/We being (a) member(s) of the above named Company hereby appoint the Chairman of the Meeting or the following person (see note 2 overleaf):

Name Number of Shares

as my/our proxy to exercise all or any of my/our rights to attend and to speak and vote for me/us and on my/our behalf at the AGM of the Company to be held on Thursday, 12 July 2018 at 2pm and at any adjournment thereof. I/We direct my/our proxy to vote (or withhold my/our vote) on each of the resolutions referred to in the Notice of AGM as indicated with an X in the appropriate boxes below.

☐ Please tick here if this proxy appointment is one of multiple appointments being made (please refer to note 3 overleaf).

Please indicate your vote by marking with an X in the appropriate boxes in black ink below how you wish to vote on each resolution. If you wish to abstain on any particular resolution, you can use the 'Withheld' option. A vote withheld is not a vote in law and will not be counted in the calculation of the proportion of the votes 'For' and 'Against' a resolution.

Resolutions	For	Against	Withheld	For	Against	Withheld
1. To receive the Company's Annual Report and Accounts for the financial year ended 31 March 2018.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12. To elect Ron Frascch as a Director of the Company.	<input type="checkbox"/>	<input type="checkbox"/>
2. To approve the Directors' Remuneration Report for the year ended 31 March 2018.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	13. To re-elect Julie Brown as a Director of the Company.	<input type="checkbox"/>	<input type="checkbox"/>
3. To declare a final dividend of 30.3p per ordinary share for the year ended 31 March 2018.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	14. To re-elect Marco Gobetti as a Director of the Company.	<input type="checkbox"/>	<input type="checkbox"/>
4. To elect Dr Gerry Murphy as a Director of the Company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15. To reappoint PricewaterhouseCoopers LLP as auditors of the Company.	<input type="checkbox"/>	<input type="checkbox"/>
5. To re-elect Fabiola Arredondo as a Director of the Company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	16. To authorise the Audit Committee of the Company to determine the auditors' remuneration.	<input type="checkbox"/>	<input type="checkbox"/>
6. To re-elect Ian Carter as a Director of the Company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	17. To authorise political donations by the Company and its subsidiaries.	<input type="checkbox"/>	<input type="checkbox"/>
7. To re-elect Jeremy Darroch as a Director of the Company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	18. To authorise the Directors to allot shares.	<input type="checkbox"/>	<input type="checkbox"/>
8. To re-elect Stephanie George as a Director of the Company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	19. To renew the Directors' authority to disapply pre-emption rights (special resolution).	<input type="checkbox"/>	<input type="checkbox"/>
9. To re-elect Matthew Key as a Director of the Company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	20. To authorise the Company to purchase its own ordinary shares (special resolution).	<input type="checkbox"/>	<input type="checkbox"/>
10. To re-elect Dame Carolyn McCall as a Director of the Company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	21. To authorise the Directors to call general meetings (other than an AGM) on not less than 14 clear days' notice (special resolution).	<input type="checkbox"/>	<input type="checkbox"/>
11. To elect Orna NiChionna as a Director of the Company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			

Date Signature

Notes

1. To be valid, this Form of Proxy and the power of attorney or other authority (if any) under which it is signed and dated must be received by Equiniti not later than 2pm on Tuesday, 10 July 2018.
2. If you wish to appoint as your proxy someone other than the Chairman of the Meeting, insert their name in the space provided in the first box. If the proxy is being appointed in relation to part of your holding only, enter the number of shares over which they are authorised to act as your proxy in the box next to the proxy's name. If this box is left blank, they will be authorised in respect of your full voting entitlement.
3. To appoint more than one proxy, either photocopy this form or contact Equiniti on 0371 384 2839 (calls to this number are charged at 8 pence per minute plus network extras. Lines open 8.30am to 5.30pm, Monday to Friday (excluding public holidays in England and Wales). Equiniti's overseas helpline number is +44 (0)121 415 7047). Ensure you specify the number of shares over which each proxy can act, as in note 2 above. Multiple Forms of Proxy should be returned together in the same envelope. No proxy may be authorised to exercise votes which any other proxy has been authorised to exercise. Photocopies may only be used in respect of the same registered shareholder name (and designated account as applicable) as it appears on the original form.
4. To register the appointment of a proxy electronically, visit www.sharevote.co.uk and follow the instructions provided. The proxy appointment must be received by Equiniti by 2pm on Tuesday, 10 July 2018.
5. Please see the Notice of AGM for further advice on how to appoint/instruct proxies via CREST.
6. The Form of Proxy must be signed and dated by the shareholder or his attorney duly authorised in writing. In the case of a corporation, the proxy appointment must be under seal or signed by a duly authorised officer or attorney. In the case of joint holdings, any one holder may sign this form, but the vote of the first named in the register of members will be accepted to the exclusion of the votes of joint holders.
7. If no specific directions are given, the proxy will vote or abstain from voting as he thinks fit on the specified resolutions, and, unless instructed otherwise, the person appointed proxy may also vote or abstain from voting as he thinks fit on any business (including amendments to resolutions) which may properly come before the AGM.
8. A proxy need not be a member of the Company but must attend the AGM to represent you. If no name is inserted in the box provided, the Chairman will be deemed appointed as the proxy.
9. Any alteration to this Form of Proxy should be initialled by the person who signed it.
10. If you do not wish anyone other than the Company or Equiniti to see the Form of Proxy, you may fold it in half and send it in an envelope to: Freepost RTHJ-CLLL-KBKU, Equiniti, Aspect House, Spencer Road, Lancing, BN99 8LU.
11. The completion and return of this Form of Proxy will not preclude a member from attending the AGM and voting in person.

Business Reply
Licence Number
RSZH-XZHS-HRUE



Equiniti
Aspect House
Spencer Road
Lancing
BN99 8BU