

Corporate Action Notice



February 12, 2015

Burberry Group plc - Ratio Change and Stock Distribution

ADR CUSIP: 12082W204
ADR ISIN: US12082W2044
ADR Ticker Symbol: BURBY
Ratio (ADRs: Ordinary Shares): 1:2

The Bank of New York Mellon, at the direction of Burberry Group plc (the "Company"), is announcing a ratio change on the American Depositary Receipt ("ADR") program from one (1) American Depositary Share ("ADS") representing two (2) Ordinary shares to one (1) ADS representing one (1) Ordinary share.

The ratio change will occur simultaneously with a 100% ADS distribution. ADR holders will receive one (1) additional ADS for each ADS held.

Please note the following:

ADR Record Date:	February 23, 2015
ADR Payable Date:	February 24, 2015
ADR Distribution Rate:	100% (or 1 additional ADS for each 1 ADS held)
Old ADR Ratio:	1 ADS: 2 Ordinary Shares
New ADR Ratio:	1 ADS : 1 Ordinary Shares

NOTE: A ratio change may impact the fees payable by ADR investors

BNY Mellon's books will be closed for all issuance and cancellation transactions from close of business February 23, 2015 and will reopen on March 2, 2015.

To learn more about Depositary Receipts and issuer programs, please contact our marketing desks:

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BNY Mellon collects fees from DR holders pursuant to the terms and conditions of the DRs and the deposit agreement under which they are issued. From time to time, BNY Mellon may make payments to the issuer to reimburse and / or share revenue from the fees collected from DR holders, or waive fees and expenses to the issuer for services provided, generally relating to costs and expenses arising out of establishment and maintenance of the DR program. BNY Mellon as depositary may use brokers, dealers or other service providers that are affiliates and that may earn or share fees and commissions. The corporate action details are provided for informational purposes only. BNY Mellon does not warrant or guarantee the accuracy or completeness, and does not undertake any obligation to update or amend, this information or data. We provide no advice, recommendation or endorsement with respect to any company or security. Nothing herein shall be deemed to constitute an offer to sell or a solicitation of an offer to buy Securities.