



M

Brand Restoration Monitor



SHARE PRICE TRIGGER



COMMENT

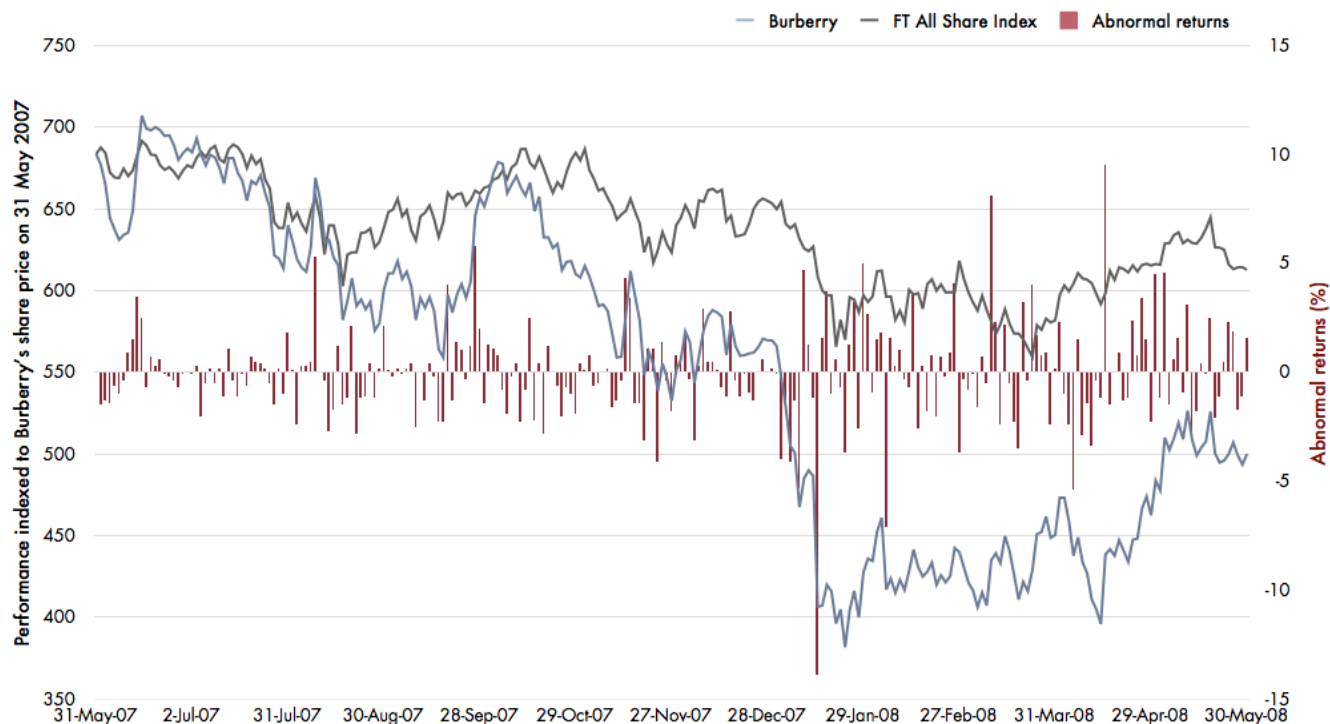
In the last year, there has been one breach of the -20% brand impact threshold for Burberry Group plc. This was caused by the extensive boycotting of Burberry over their use of animal fur in their fashion designs. Additionally, negative reporting was generated by this reputation event in at least two High Impact Media Outlets. Therefore, if "product or service boycott" is present on the list of insured events on Burberry's policy, all three triggers are met and the policy will pay out \$100 million to aid in Burberry's brand restoration process.

DISCLAIMER

Whilst every effort has been made to ensure the accuracy of the information contained in this document, neither Oxford Metrica nor any of its members warrants its accuracy or will assume liability for any use made thereof.



SHARE PRICE TRIGGER ANALYSIS



SUMMARY STATISTICS

31 May 07 to 30 May 08	Burberry	FT All Share	Abnormal return
Beta	1.01	1	0
Variance in daily returns (%)	0.08	0.02	0.50
Average daily return (%)	-0.08	-0.03	-0.1
Annualised average return (%)	-20.92	-8.66	-13.9