RNS Number: 04350 Diageo PLC 10 May 2024

> Diageo plc LEI: 213800ZVIELEA55JMJ32

## **Director/PDMR Shareholding**

On 10 May 2024, the following transactions took place in relation to the Diageo 2001 Share Incentive Plan:

- purchase of partnership shares using deductions from salary; and
  award of one matching share for every two partnership shares purchased.

The notifications below, which have been made in accordance with the requirement of the UK Market Abuse Regulation, provide further details.

James Edmunds Deputy Company Secretary

10 May 2024

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

| 1. | Details of the person discharging managerial responsibilities/person closely associated   |  |                                     |  |  |
|----|---|--|-------------------------------------|--|--|
| a) | Name  | Ewan Andrew  |                                     |  |  |
| 2. | Reason for the notifi   | cation   |                                     |  |  |
| a) | Position / status   | Member of the Executive Con  | mmittee                             |  |  |
| b) | Initial notification / amendment  | Initial notification   |                                     |  |  |
| 3. | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor   |  |                                     |  |  |
| a) | Name  | Diageo plc   |                                     |  |  |
| b) | LEI   | 213800ZVIELEA55JMJ32   |                                     |  |  |
| 4. | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted |  |                                     |  |  |
| a) | Description of the financial instrument   | Ordinary shares of 28 101/10   | Ordinary shares of 28 101/108 pence |  |  |
|    | Identification code   | GB0002374006   |                                     |  |  |
| b) | Nature of the transaction   | Purchase of partnership shares under the Diageo 2001 Share Incentive Plan  Award of matching shares under the Diageo 2001 Share Incentive Plan |                                     |  |  |
| c) | Price(s) and  | Price(s)   | Volume(s)                           |  |  |
|    | volume(s)   | 1. £28.42  | 4                                   |  |  |
|    |   | 2. Nil   | 2                                   |  |  |
|    |   |  |                                     |  |  |
| d) | Aggregated information  | N/A  |                                     |  |  |
|    | - Aggregated volume<br>- Price  |  |                                     |  |  |
| e) | Date of transaction   | 2024-05-10   |                                     |  |  |
| f) | Place of transaction  | London Stock Exchange (XLON)   |                                     |  |  |
|    |   | Outside a trading venue  |                                     |  |  |

| 1. | Details of the person discharging managerial responsibilities/person closely associated |  |  |  |
|----|---|--|--|--|
| a) | Name Lavanya Chandrashekar  |  |  |  |
| 2. | Reason for the notification   |  |  |  |

| a) | Position / status   | Chief  | Financial Officer  |           |  |
|----|---|--|--|-----------|--|
| b) | Initial notification / amendment  | Initial notification   |  |           |  |
| 3. | Details of the issuer, auctioneer or auction                            | e issuer, emission allowance market participant, auction platform, or auction monitor  |  |           |  |
| a) | Name  | Diage  | o plc  |           |  |
| b) | LEI   |  | 0ZVIELEA55JMJ3   |           |  |
| 4. | Details of the transa<br>(ii) each type of tran<br>transactions have be | etails of the transaction(s): section to be repeated for (i) each type of instrument; i) each type of transaction; (iii) each date; and (iv) each place where ansactions have been conducted |  |           |  |
| a) | Description of the financial instrument                                 |  | Ordinary shares of 28 101/108 pence                                    |           |  |
|    | Identification code   |  | 02374006   |           |  |
| b) | Nature of the transaction   | Purchase of partnership shares under the Diageo 2001 Share Incentive Plan  |  |           |  |
|    |   | 2. Av  | Award of matching shares under the Diageo 2001 Share<br>Incentive Plan |           |  |
| c) | Price(s) and volume(s)  |  | Price(s)   | Volume(s) |  |
|    | voiaino(c)  | 1.   | £28.42   | 5         |  |
|    |   | 2.   | Nil  | 3         |  |
|    |   |  |  |           |  |
| d) | Aggregated information  | N/A  |  |           |  |
|    | - Aggregated volume<br>- Price  |  |  |           |  |
| e) | Date of transaction   | 2024-0   | 2024-05-10   |           |  |
| f) | Place of transaction  | 1. Loi   | London Stock Exchange (XLON)   |           |  |
|    |   | 2. Ou  | tside a trading ver  | nue       |  |
|    | •   | •  |  |           |  |

| 1. | Details of the persor associated  | discharging managerial responsibilities/person closely                    |   |                                |  |
|----|---|---|---|--------------------------------|--|
| a) | Name  | Cristin   | Cristina Diezhandino                    |                                |  |
| 2. | Reason for the notifi   | cation  |   |                                |  |
| a) | Position / status   | Memb  | per of the Executive Con                | nmittee                        |  |
| b) | Initial notification / amendment  | Initial   | notification                            |                                |  |
| 3. | Details of the issuer, auctioneer or auction  |   |   | participant, auction platform, |  |
| a) | Name  | Diage   | o plc                                   |                                |  |
| b) | LEI   |   | 00ZVIELEA55JMJ32                        |                                |  |
| 4. | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted |   |   |                                |  |
| a) | Description of the financial instrument   | Ordina  | Ordinary shares of 28 101/108 pence     |                                |  |
|    | Identification code   | GB00  | 02374006                                |                                |  |
| b) | Nature of the transaction   | Purchase of partnership shares under the Diageo 2001 Share Incentive Plan |   |                                |  |
|    |   | 2. Av   | vard of matching shares<br>centive Plan | under the Diageo 2001 Share    |  |
| c) | Price(s) and volume(s)  |   | Price(s)                                | Volume(s)                      |  |
|    | voiume(s)   | 1.  | £28.42                                  | 5                              |  |
|    |   | 2.  | Nil                                     | 2                              |  |
|    |   |   |   |                                |  |
| d) | Aggregated information  | N/A   |   |                                |  |
|    | - Aggregated volume<br>- Price  |   |   |                                |  |
| e) | Date of transaction   | 2024-05-10  |   |                                |  |
| f) | Place of transaction  | London Stock Exchange (XLON)  |   |                                |  |

| 1. | Details of the person discharging managerial responsibilities/person closely associated   |  |   |                               |  |
|----|---|--|---|-------------------------------|--|
| a) | Name  | Daniel Mobley  |   |                               |  |
| 2. | Reason for the notifi   | cation   |   |                               |  |
| a) | Position / status   | Memb   | er of the Executive Comm                          | nittee                        |  |
| b) | Initial notification / amendment  | Initial ı  | notification                                      |                               |  |
| 3. | Details of the issuer, auctioneer or auction  |  |   | articipant, auction platform, |  |
| a) | Name  | Diageo   | o plc   |                               |  |
| b) | LEI   |  | OZVIELEA55JMJ32                                   |                               |  |
| 4. | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted |  |   |                               |  |
| a) | Description of the financial instrument   | Ordina   | ary shares of 28 101/108 p                        | pence                         |  |
|    | Identification code   | GB000  | 02374006  |                               |  |
| b) | Nature of the transaction   | Purchase of partnership shares under the Diageo 2001 Share<br>Incentive Plan |   |                               |  |
|    |   | 2. Aw<br>Ince  | <i>r</i> ard of matching shares un<br>entive Plan | nder the Diageo 2001 Share    |  |
| c) | Price(s) and volume(s)  |  | Price(s)  | Volume(s)                     |  |
|    | voidifie(s)   | 1.   | £28.42  | 5                             |  |
|    |   | 2.   | Nil   | 3                             |  |
|    |   |  |   |                               |  |
| d) | Aggregated information  | NA   |   |                               |  |
|    | - Aggregated volume<br>- Price  |  |   |                               |  |
|    |   |  |   |                               |  |
| e) | Date of transaction   | 2024-05-10   |   |                               |  |
| f) | Place of transaction  | London Stock Exchange (XLON)   |   |                               |  |
|    |   | 2. Ou  | Outside a trading venue                           |                               |  |

| 1. | Details of the person discharging managerial responsibilities/person closely associated |   |  |  |  |
|----|---|---|--|--|--|
| a) | Name  | Dayalan Nayager   |  |  |  |
| 2. | Reason for the notifi   | cation  |  |  |  |
| a) | Position / status   | Member of the Executive Committee   |  |  |  |
| b) | Initial notification / amendment  | Initial notification  |  |  |  |
| 3. | Details of the issuer, auctioneer or auction  | r, emission allowance market participant, auction platform, on monitor  |  |  |  |
| a) | Name  | Diageo plc  |  |  |  |
| b) | LEI   | 213800ZVIELEA55JMJ32  |  |  |  |
| 4. | Details of the transa<br>(ii) each type of tran<br>transactions have be                 | ction(s): section to be repeated for (i) each type of instrument; saction; (iii) each date; and (iv) each place where sen conducted |  |  |  |
| a) | Description of the financial instrument   | Ordinary shares of 28 101/108 pence   |  |  |  |
|    | Identification code   | GB0002374006  |  |  |  |
| b) | Nature of the transaction   | Purchase of partnership shares under the Diageo 2001 Share<br>Incentive Plan  |  |  |  |
|    |   | Award of matching shares under the Diageo 2001 Share Incentive Plan   |  |  |  |
| c) | Price(s) and volume(s)  | Price(s) Volume(s)  |  |  |  |
|    | voidi i i o (3)   | 1. £28.42 5   |  |  |  |
|    |   | 2 Nii 2   |  |  |  |

|    |                                | IVII  |
|----|--------------------------------|---|
|    |                                |   |
| d) | Aggregated information         | N/A   |
|    | - Aggregated volume<br>- Price |   |
| e) | Date of transaction            | 2024-05-10  |
| f) | Place of transaction           | London Stock Exchange (XLON)  Outside a trading venue |

| 1. | Details of the person discharging managerial responsibilities/person closely associated |   |   |   |  |
|----|---|---|---|---|--|
| a) | Name  | Loui  | Louise Prashad  |   |  |
| 2. | Reason for the notifi   | cation  | า   |   |  |
| a) | Position / status   | Men   | nber of the Executive                                       | Committee   |  |
| b) | Initial notification / amendment  | Initia  | l notification  |   |  |
| 3. | Details of the issuer, auctioneer or auction  |   |   | rket participant, auction platform,                                 |  |
| a) | Name  | Diag  | eo plc  |   |  |
| b) | LEI   | 2138  | 800ZVIELEA55JMJ32   |   |  |
| 4. | Details of the transa<br>(ii) each type of tran<br>transactions have be                 | ction(saction   | s): section to be rep<br>on; (iii) each date; a<br>onducted | peated for (i) each type of instrument;<br>nd (iv) each place where |  |
| a) | Description of the financial instrument   | Ordi  | Ordinary shares of 28 101/108 pence                         |   |  |
|    | Identification code   | GB0   | GB0002374006  |   |  |
| b) | Nature of the transaction   | 1.  | Purchase of partnershare Incentive Pla                      | ership shares under the Diageo 2001<br>an                           |  |
|    |   | Award of matching shares under the Diageo 2001 Share Incentive Plan |   |   |  |
| c) | Price(s) and volume(s)  |   | Price(s)  | Volume(s)   |  |
|    | withe(s)  | 1.  | £28.42  | 6   |  |
|    |   | 2.  | Nil   | 3   |  |
|    |   |   |   |   |  |
| d) | Aggregated information  | N/A   |   |   |  |
|    | - Aggregated volume<br>- Price  |   |   |   |  |
| e) | Date of transaction   | 2024  | 2024-05-10  |   |  |
| f) | Place of transaction  | 1. Lo   | London Stock Exchange (XLON)                                |   |  |
|    |   | Outside a trading venue   |   |   |  |

| 1. | Details of the person discharging managerial responsibilities/person closely associated                       |                                   |  |  |  |  |
|----|---|-----------------------------------|--|--|--|--|
| a) | Name  | Tom Shropshire                    |  |  |  |  |
| 2. | Reason for the notifi   | cation                            |  |  |  |  |
| a) | Position / status   | Member of the Executive Committee |  |  |  |  |
| b) | Initial notification / amendment  | Initial notification              |  |  |  |  |
| 3. | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor |                                   |  |  |  |  |
| a) | Name  | Diageo plc                        |  |  |  |  |
| b) | LEI   | 213800ZVIELEA55JMJ32              |  |  |  |  |
| 4. | Details of the transaction(s): section to be repeated for (i) each type of instrument;                        |                                   |  |  |  |  |

|    | (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted |              |   |                                   |  |  |
|----|--|--------------|---|-----------------------------------|--|--|
| a) | Description of the financial instrument  | Ordina       | Ordinary shares of 28 101/108 pence     |                                   |  |  |
|    | Identification code  | GB00         | 02374006                                |                                   |  |  |
| b) | Nature of the transaction  | 1. Pu<br>Inc | rchase of partnership sh<br>entive Plan | nares under the Diageo 2001 Share |  |  |
|    |  | 2. Aw<br>Inc | ard of matching shares entive Plan      | under the Diageo 2001 Share       |  |  |
| c) | Price(s) and volume(s)   |              | Price(s)                                | Volume(s)                         |  |  |
|    | Widific(3)   | 1.           | £28.42                                  | 5                                 |  |  |
|    |  | 2.           | Nil                                     | 2                                 |  |  |
|    |  |              |   |                                   |  |  |
| d) | Aggregated information   | N/A          |   |                                   |  |  |
|    | - Aggregated volume<br>- Price   |              |   |                                   |  |  |
|    |  |              |   |                                   |  |  |
| e) | Date of transaction  | 2024-0       | 2024-05-10                              |                                   |  |  |
| f) | Place of transaction   | 1. Lon       | London Stock Exchange (XLON)            |                                   |  |  |
|    |  | 2. Out       | side a trading venue                    |                                   |  |  |

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