RNS Number: 9244V Diageo PLC 10 July 2024

> Diageo plc LEI: 213800ZVIELEA55JMJ32

Director/PDMR Shareholding

On 10 July 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 July 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 Cor	nmittee			
b)	Initial notification / amendment	Initial notification				
3.	Details of the issuer, auctioneer or auction		t participant, auction platform,			
a)	Name	Diageo plc				
b)	LEI	213800ZVIELEA55JMJ32				
4.	Details of the transa (ii) each type of tran transactions have be	ction(s): section to be repeat saction; (iii) each date; and een conducted	ction(s): section to be repeated for (i) each type of instrument; saction; (iii) each date; and (iv) each place where en conducted			
a)	Description of the financial instrument	Ordinary shares of 28 101/10	8 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. £24.82	5			
		2. Nil	3			
d)	Aggregated information	N/A				
	- Aggregated volume - Price					
e)	Date of transaction	2024-07-10				
f)	Place of transaction	London Stock Exchange (XLON)				
		2. 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			narket participant, auction platform,	
a)	Name	Diage	o plc		
b)	LEI	21380	0ZVIELEA55JMJ	32	
4.	Details of the transa (ii) each type of tran transactions have be	ction(s) saction een cor	tion(s): section to be repeated for (i) each type of instrument; action; (iii) each date; and (iv) each place where en 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	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 volume(s)		Price(s)	Volume(s)	
	widifie(s)	1.	£24.82	6	
		2.	Nil	3	
d)	Aggregated information	N/A			
	- Aggregated volume - Price				
e)	Date of transaction	2024-0	2024-07-10		
f)	Place of transaction	1. Lo	London Stock Exchange (XLON)		
		2. Ou	ıtside a trading ve	nue	

1.	Details of the person associated	n discha	discharging managerial responsibilities/person closely			
a)	Name	Cristin	na Diezhandino			
2.	Reason for the notif	ication				
a)	Position / status	Memb	er of the Executive	Committee		
b)	Initial notification / amendment	Initial	notification			
3.	Details of the issuer auctioneer or auction			rket participant, auction platform,		
a)	Name	Diage	o plc			
b)	LEI	21380	0ZVIELEA55JMJ32	2		
4.	Details of the transa (ii) each type of transactions have b	cition(s): section to be repeated for (i) each type of instrument; saction; (iii) each date; and (iv) each place where een 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	rchase of partnersh entive Plan	nip shares under the Diageo 2001 Share		
		2. Av	vard of matching sh entive Plan	ares under the Diageo 2001 Share		
c)	Price(s) and		Price(s)	Volume(s)		
	volume(s)	1.	£24.82	6		
		2.	Nil	3		
d)	Aggregated information	N/A				
	- Aggregated volume - Price					
e)	Date of transaction	2024-	07-10			
f)	Place of transaction	1. Lor	ndon Stock Exchan	ge (XLON)		

1.	Details of the person discharging managerial responsibilities/person closely associated				
a)	Name	Daniel	Daniel Mobley		
2.	Reason for the notifi	cation			
a)	Position / status	Memb	er of the Executive Co	mmittee	
b)	Initial notification / amendment	Initial	notification		
3.	Details of the issuer, auctioneer or auctio			t participant, auction platform,	
a)	Name	Diage	o plc		
b)	LEI		0ZVIELEA55JMJ32		
4.	Details of the transactions have be	action(s): section to be repeated for (i) each type of instrument; nsaction; (iii) each date; and (iv) each place where been 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 Incentive Plan			
		2. Aw Inc	ard of matching share: entive Plan	s under the Diageo 2001 Share	
c)	Price(s) and volume(s)		Price(s)	Volume(s)	
	voidifie(s)	1.	£24.82	6	
		2.	Nil	3	
d)	Aggregated information	N/A			
	- Aggregated volume - Price				
e)	Date of transaction	2024-0	2024-07-10		
f)	Place of transaction	1. Lo	ndon Stock Exchange	(XLON)	
		2. Ou	tside a trading venue		

1.	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	Dayala	Dayalan Nayager			
2.	Reason for the notifi	ication				
a)	Position / status	Memb	er of the Executive	Committee		
b)	Initial notification / amendment	Initial	notification			
3.	Details of the issuer, auctioneer or auction		emission allowance market participant, auction platform, n monitor			
a)	Name	Diageo	o plc			
b)	LEI	21380	213800ZVIELEA55JMJ32			
4.	Details of the transa (ii) each type of tran transactions have be	ction(s) saction een con	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	GB000	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 volume(s)		Price(s)	Volume(s)		
	voidific(s)	1.	£24.82	6		
		2 Nii 2				

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d)	Aggregated information - Aggregated volume - Price	N/A
e) f)	Date of transaction Place of transaction	2024-07-10 1. London Stock Exchange (XLON) 2. Outside a trading venue

1.	Details of the person discharging managerial responsibilities/person closely associated				
a)	Name	Louis	Louise Prashad		
2.	Reason for the notifi	cation			
a)	Position / status	Memb	per of the Executive C	ommittee	
b)	Initial notification / amendment	Initial	notification		
3.	Details of the issuer, auctioneer or auction			et participant, auction platform,	
a)	Name	Diage	o plc		
b)	LEI		00ZVIELEA55JMJ32		
4.	Details of the transa (ii) each type of tran transactions have be	ction(s) saction een con	: section to be repe n; (iii) each date; and nducted	ated for (i) each type of instrument; d (iv) each place where	
a)	Description of the financial instrument	Ordina	ary shares of 28 101/	108 pence	
	Identification code	GB00	02374006		
b)	Nature of the transaction	1.	Purchase of partners Share Incentive Plan	ship shares under the Diageo 2001	
		2.	Award of matching s Incentive Plan	hares under the Diageo 2001 Share	
c)	Price(s) and volume(s)		Price(s)	Volume(s)	
	widifie(s)	1.	£24.82	7	
		2.	Nil	3	
d)	Aggregated information	N/A			
	- Aggregated volume - Price				
e)	Date of transaction	2024-	07-10		
f)	Place of transaction	1. Lor	London Stock Exchange (XLON)		
		2. Ou	tside 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 tran transactions have be	saction en con	action; (iii) each date; and (iv) each place where en 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 Inc	rchase of partnership share entive Plan	s under the Diageo 2001 Share			
		2. Aw Inc	ard of matching shares und entive Plan	der the Diageo 2001 Share			
c)	Price(s) and volume(s)		Price(s)	Volume(s)			
	voidine(s)	1.	£24.82	6			
		2.	Nil	3			
d)	Aggregated information	N/A					
	- Aggregated volume - Price						
e)	Date of transaction	2024-0	2024-07-10				
f)	Place of transaction	1. Lon	London Stock Exchange (XLON)				
			side a trading venue	,			

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