RNS Number: 1304D Diageo PLC 05 September 2024

> Diageo plc LEI: 213800ZVIELEA55JMJ32

## **Director/PDMR Shareholding**

On 3 September 2024, the following awards were granted to directors and persons discharging managerial responsibilities over either Ordinary Shares or American Depositary Shares as follows:

- options under the Diageo plc 2023 Long Term Incentive Plan which are exercisable between 3 September 2027 and 2 September 2034, subject to the satisfaction of performance conditions.
- conditional awards in the form of Restricted Stock Units under the Diageo plc 2023 Long Term Incentive Plan which will vest on 3 September 2027, subject to the satisfaction of performance conditions, where indicated.
- conditional awards in the form of Restricted Stock Units under the Special Recruitment Award, subject to the satisfaction of performance conditions, where indicated.
- conditional awards in the form of Restricted Stock Units under the Diageo Exceptional Stock Award Plan, subject to the satisfaction of performance conditions.

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

5 September 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	Debra Crew	
2.	Reason for the notifi	cation	
a)	Position / status	Chief Executive	
b)	Initial notification / amendment	Initial notification	
3.	Details of the issuer, auctioneer or auction	emission allowance market participant, auction platform, on monitor	
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 repeated for (i) each type of instrument; saction; (iii) each date; and (iv) each place where een conducted	
a)	Description of the financial instrument	American Depositary Shares	
	Identification code	US25243Q2057	
b)	Nature of the transaction	Grant of unapproved options, which are subject to the satisfaction of performance conditions, over American Depositary Shares under the Diageo 2023 Long Term Incentive Plan	
		Grant of conditional award, which is subject to the satisfaction of performance conditions, in the form of Restricted Stock Units over American Depositary Shares under the Diageo 2023 Long Term Incentive Plan	
c)	Price(s) and volume(s)		
		Price(s) Volume(s)	
		1. 132.46 48,182	
		2. Nil 48,182	

d)	Aggregated information  - Aggregated volume - Price	N/A
e)	Date of transaction	2024-09-03
f)	Place of transaction	Outside a trading venue

1.	Details of the persor associated	discharging managerial responsibilities/person closely		
a)	Name	Nik Jhangiani		
2.	Reason for the notifi	cation		
a)	Position / status	Chief Financial Officer		
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 plc		
b)	LEI	213800ZVIELEA55JMJ32		
4.	(ii) each type of tran	ails of the transaction(s): section to be repeated for (i) each type of instrument; each type of transaction; (iii) each date; and (iv) each place where sactions have been conducted		
a)	Description of the financial instrument	Ordinary shares of 28 101/108 pence		
	Identification code	GB0002374006		
b)	Nature of the transaction	Grant of approved options, which are subject to the satisfaction of performance conditions, over Ordinary Shares under the Diageo 2023 Long Term Incentive Plan		
		Grant of unapproved options, which are subject to the satisfaction of performance conditions, over Ordinary Shares under the Diageo 2023 Long Term Incentive Plan		
		<ol> <li>Grant of conditional award, which is subject to the satisfaction of performance conditions, in the form of Restricted Stock Units over Ordinary Shares under the Diageo 2023 Long Term Incentive Plan</li> </ol>		
c)	Price(s) and volume(s)	Price(s) Volume(s)		
	voidine(s)	1. £24.79 2,420		
		2. £24.79 113,376		
		3. Nil 115,796		
d)	Aggregated information	N/A		
	- Aggregated volume - Price			
e)	Date of transaction	2024-09-03		
f)	Place of transaction	Outside a trading venue		

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Nik Jhangiani	
2.	Reason for the notifi	cation	
a)	Position / status	Chief Financial Officer	
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 28 101/108 pence	
	Identification code	GB0002374006	

b)	Nature of the transaction		Grant of conditional at the form of Restricte under the Special R	award which will vest on 3 March 2025, in ed Stock Units over Ordinary Shares lecruitment Award.
		2. ( s	Grant of conditional a Subject to the satisfa	award which will vest on 9 March 2026, action of performance conditions, in the ock Units over Ordinary Shares under the
		t		award which will vest on 9 March 2026 in d Stock Units over Ordinary Shares under nent Award.
		t	Grant of conditional a he form of Restricte he Special Recruitm	award which will vest on 7 March 2027, in d Stock Units over Ordinary Shares under nent Award.
		t	Grant of conditional a he form of Restricted he Special Recruitm	award which will vest on 7 March 2027, in d Stock Units over Ordinary Shares under nent Award.
c)	Price(s) and volume(s)			
			Price(s)	Volume(s)
		1.	Nil	139,385
		2.	Nil	42,172
		3.	Nil	58,970
		4.	Nil	8,934
		5.	Nil	53,609
d)	Aggregated information	N/A		· -
	- Aggregated volume - Price			
e)	Date of transaction	2024	4-09-03	
f)	Place of transaction	Out	side a trading venue	

1.	Details of the perso associated	n discharging managerial re	sponsibilities/person closely
a)	Name	Ewan Andrew	
2.	Reason for the noti	ication	
a)	Position / status	Member of the Executive Cor	nmittee
b)	Initial notification / amendment	Initial notification	
3.	Details of the issue auctioneer or aucti		t participant, auction platform,
a)	Name	Diageo plc	
b)	LEI	213800ZVIELEA55JMJ32	
4.	Details of the trans (ii) each type of transactions have be	Liction(s): section to be repeated for (i) each type of instrument; isaction; (iii) each date; and (iv) each place where een conducted	
a)	Description of the financial instrument	Ordinary shares of 28 101/10	8 pence
	Identification code	GB0002374006	
b)	Nature of the transaction	satisfaction of perform	tions, which are subject to the nance conditions, over Ordinary ageo 2023 Long Term Incentive Plan
		satisfaction of perform	options, which are subject to the mance conditions, over Ordinary ageo 2023 Long Term Incentive Plan
		satisfaction of perform	award, which is subject to the mance conditions, in the form of ts over Ordinary Shares under the erm Incentive Plan
c)	Price(s) and	Price(s)	Volume(s)
	volume(s)	1. £24.79	1
		2. £24.79	40,006
		3. Nil	36,006
		-	

d)	Aggregated information - Aggregated volume - Price	N/A
e)	Date of transaction	2024-09-03
f)	Place of transaction	Outside a trading venue

1.	Details of the person	n discharging managerial responsibilities/person closely	
a)	Name	Ewan Andrew	
2.	Reason for the notif	ication	
a)	Position / status	Member of the Executive Committee	
b)	Initial notification / amendment	Initial notification	
3.	Details of the issuer auctioneer or auction	, emission allowance market participant, auction platform, on monitor	
a)	Name	Diageo plc	
b)	LEI	213800ZVIELEA55JMJ32	
4.	Details of the transa (ii) each type of tran transactions have b	action(s): section to be repeated for (i) each type of instrument; assaction; (iii) each date; and (iv) each place where seen conducted	
a)	Description of the financial instrument	Ordinary shares of 28 101/108 pence	
	Identification code	GB0002374006	
b)	Nature of the transaction	Grant of conditional award, which is subject to the satisfaction of performance conditions, in the form of Restricted Stock Units over Ordinary Shares under the Diageo Exceptional Stock Award Plan.	
c)	Price(s) and volume(s)		
		Price(s) Volume(s)	
		1. £24.79 54,186	
d)	Aggregated information	NA	
	- Aggregated volume - Price		
e)	Date of transaction	2024-09-03	
f)	Place of transaction	Outside a trading venue	

1.	Details of the person associated	n discharging managerial responsibilities/person closely	
a)	Name	Sally Grimes	
2.	Reason for the notif	ication	
a)	Position / status	Member of the Executive Committee	
b)	Initial notification / amendment	Initial notification	
3.	Details of the issuer auctioneer or auction	, emission allowance market participant, auction platform, on monitor	
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 repeated for (i) each type of instrument; saction; (iii) each date; and (iv) each place where sen conducted	
a)	Description of the financial instrument	American Depositary Shares	
	Identification code	US25243Q2057	
b)	Nature of the transaction	Grant of unapproved options, which are subject to the satisfaction of performance conditions, over American Depositary Shares under the Diageo 2023 Long Term Incentive Plan	
		Grant of conditional award, which is subject to the satisfaction of performance conditions, in the form of Restricted Stock Units over American Depositary Shares under the Diageo 2023 Long Term Incentive Plan	
c)	Price(s) and	Price(s) Volume(s)	

-,	volume(s)	1. 132.46 24,170 2. Nil 24,170	
d)	Aggregated information	N/A	
	- Aggregated volume - Price		
e)	Date of transaction	2024-09-03	
f)	Place of transaction	Outside a trading venue	

1.	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	Sally Grimes		
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	emission allowance market participant, auction platform, on 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	American Depositary Shares		
	Identification code	US25243Q2057		
b)	Nature of the transaction	Grant of conditional award, which is subject to the satisfaction of performance conditions, in the form of Restricted Stock Units over American Depositary Shares under the Diageo Exceptional Stock Award Plan.		
c)	Price(s) and volume(s)			
		Price(s) Volume(s)		
		1. 132.46 25,909		
d)	Aggregated information	WA		
	- Aggregated volume - Price			
e)	Date of transaction	2024-09-03		
f)	Place of transaction	Outside a trading venue		

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Alvaro Cardenas	
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	American Depositary Shares	
	Identification code	US25243Q2057	

b)	Nature of the transaction		Depositary Shares unde Incentive Plan	ions, which are subject to the nce conditions, over American er the Diageo 2023 Long Term	
		2.	satisfaction of performal Restricted Stock Units	ard, which is subject to the nce conditions, in the form of over American Depositary Shares Long Term Incentive Plan	
c)	Price(s) and volume(s)		Price(s)	Volume(s)	
	widine(3)	1.	132.46	12,085	
		2.	Nil	10,876	
d)	Aggregated information	NA			
	- Aggregated volume - Price				
e)	Date of transaction	2024-09-03			
f)	Place of transaction	Out	side a trading venue		

1.	Details of the person associated	n discharging managerial re	esponsibilities/person closely	
a)	Name	Alvaro Cardenas		
2.	Reason for the notif	cation		
a)	Position / status	Member of the Executive Co	ommittee	
b)	Initial notification / amendment	Initial notification		
3.	Details of the issuer auctioneer or auction		et 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 repeated for (i) each type of instrument; saction; (iii) each date; and (iv) each place where een conducted		
a)	Description of the financial instrument	American Depositary Shares	S	
	Identification code	US25243Q2057		
b)	Nature of the transaction	satisfaction of perfo Restricted Stock Ur	award, which is subject to the rmance conditions, in the form of nits over American Depositary Shares xceptional Stock Award Plan.	
c)	Price(s) and volume(s)			
		Price(s)	Volume(s)	
		1. 132.46	15,545	
d)	Aggregated information	N/A		
	- Aggregated volume - Price			
e)	Date of transaction	2024-09-03		
f)	Place of transaction	Outside a trading venue		

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Cristina Diezhandino	
2.	Reason for the notification		
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	21380	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	Ordinary shares of 28 101/108 pence			
	Identification code	GB00	002374006		
b)	Nature of the transaction	1	satisfaction of perform Shares under the Diag	ons, which are subject to the nance conditions, over Ordinary geo 2023 Long Term Incentive Plar	n
		<ol> <li>Grant of unapproved options, which are satisfaction of performance conditions, Shares under the Diageo 2023 Long Ter</li> </ol>		ptions, which are subject to the nance conditions, over Ordinary geo 2023 Long Term Incentive Plar	n
		3	<ol> <li>Grant of conditional av satisfaction of perform Restricted Stock Unit: Diageo 2023 Long Ter</li> </ol>	ward, which is subject to the nance conditions, in the form of s over Ordinary Shares under the m Incentive Plan	
c)	Price(s) and volume(s)		Price(s)	Volume(s)	
	voidi iio(o)	1.	£24.79	937	
		2.	£24.79	54,848	
		3.	Nil	50,206	
d)	Aggregated information	N/A			
	- Aggregated volume - Price				
e)	Date of transaction	2024-09-03			
f)	Place of transaction	Outsi	de a trading venue		
<u> </u>	<del> </del>				

1.	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	Cristina Diezhandino		
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	emission allowance market participant, auction platform, on 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 28 101/108 pence		
	Identification code	GB0002374006		
b)	Nature of the transaction	Grant of conditional award, which is subject to the satisfaction of performance conditions, in the form of Restricted Stock Units over Ordinary Shares under the Diageo Exceptional Stock Award Plan.		
c)	Price(s) and volume(s)			
		Price(s) Volume(s)		
		1. £24.79 75,556		
d)	Aggregated information	N/A		
	- Aggregated volume - Price			
e)	Date of transaction	2024-09-03		
f)	Place of transaction	Outside a trading venue		

a)	Name	Dan Mobley		
2.	Reason for the notification			
a)	Position / status	Member 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 plc		
b)	LEI	213800ZVIELEA55JMJ32		
4.	Details of the transa (ii) each type of tran transactions have be	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 28 101/108 pence		
	Identification code	GB0002374006		
b)	Nature of the transaction	Grant of unapproved options, which are subject to the satisfaction of performance conditions, over Ordinary Shares under the Diageo 2023 Long Term Incentive Plan     Grant of conditional award, which is subject to the satisfaction of performance conditions, in the form of Restricted Stock Units over Ordinary Shares under the Diageo 2023 Long Term Incentive Plan		
c)	Price(s) and volume(s)	Price(s) Volume(s)  1. £24.79 43,007  2. Nii 38,707		
d)	Aggregated information  - Aggregated volume - Price	N/A		
e)	Date of transaction	2024-09-03		
f)	Place of transaction	Outside a trading venue		

1.	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	Dan Mobley		
2.	Reason for the notifi	cation		
a)	Position / status	Member of the Executive Co	ommittee	
b)	Initial notification / amendment	Initial notification		
3.	Details of the issuer, auctioneer or auction		et 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 repeated for (i) each type of instrument; saction; (iii) each date; and (iv) each place where een conducted		
a)	Description of the financial instrument	Ordinary shares of 28 101/108 pence		
	Identification code	GB0002374006		
b)	Nature of the transaction	Grant of conditional satisfaction of performant Restricted Stock Under Diageo Exceptional	award, which is subject to the rmance conditions, in the form of nits over Ordinary Shares under the Stock Award Plan.	
c)	Price(s) and volume(s)			
		Price(s)	Volume(s)	
		1. £24.79	58,250	
d)	Aggregated information	N/A		
	- Aggregated volume - Price			

e)	Date of transaction	2024-09-03
f)	Place of transaction	Outside a trading venue

1.	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	Hina Nagarajan		
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	emission allowance market participant, auction platform, n monitor		
a)	Name	Diageo plc		
b)	LEI	213800ZVIELEA55JMJ32		
4.	Details of the transa (ii) each type of tran transactions have be	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 28 101/108 pence		
	Identification code	GB0002374006		
b)	Nature of the transaction	Grant of unapproved options, which are subject to the satisfaction of performance conditions, over Ordinary Shares under the Diageo 2023 Long Term Incentive Plan     Grant of conditional award, which is subject to the satisfaction of performance conditions, in the form of Restricted Stock Units over Ordinary Shares under the Diageo 2023 Long Term		
		Incentive Plan		
c)	Price(s) and volume(s)	Price(s) Volume(s)		
	. ,	1. £24.79 22,759		
		2. Nil 16,256		
d)	Aggregated information	N/A		
	- Aggregated volume - Price			
e)	Date of transaction	2024-09-03		
f)	Place of transaction	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.		emission allowance market participant, auction platform,	
	auctioneer or auctio	n 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 28 101/108 pence	
	Identification code	GB0002374006	
b)	Nature of the transaction	Grant of approved options, which are subject to the satisfaction of performance conditions, over Ordinary Shares under the Diageo 2023 Long Term Incentive Plan     Grant of unapproved options, which are subject to the satisfaction of performance conditions, over Ordinary Shares under the Diageo 2023 Long Term Incentive Plan     Grant of conditional award, which is subject to the	

			satisfaction of performance conditions, in the form of Restricted Stock Units over Ordinary Shares under the Diageo 2023 Long Term Incentive Plan		
c)	Price(s) and		Price(s)	Volume(s)	
	volume(s)	1.	£24.79	1,211	
		2.	£24.79	50,142	
		3.	Nil	46,218	
d)	Aggregated information	N/A			
	- Aggregated volume - Price				
e)	Date of transaction	2024	4-09-03		
f)	Place of transaction	Out	side a trading venue		

1.	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	Dayalan Nayager		
2.	Reason for the notif	cation		
a)	Position / status	Member of the Executive Committee		
b)	Initial notification / amendment	Initial notification		
3.	Details of the issuer auctioneer or auction	emission allowance market participant, auction platform, on monitor		
a)	Name	Diageo plc		
b)	LEI	213800ZVIELEA55JMJ32		
4.	Details of the transa (ii) each type of tran transactions have be	saction(s): section to be repeated for (i) each type of instrument; insaction; (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	Grant of conditional award, which is subject to the satisfaction of performance conditions, in the form of Restricted Stock Units over Ordinary Shares under the Diageo Exceptional Stock Award Plan.		
c)	Price(s) and volume(s)			
		Price(s) Volume(s)		
		1. £24.79 69,554		
d)	Aggregated information	WA		
	- Aggregated volume - Price			
e)	Date of transaction	2024-09-03		
f)	Place of transaction	Outside a trading venue		

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	John O'Keeffe	
2.	Reason for the notification		
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	Ordinary shares of 28 101/108 pence	
	Identification code	GB0002374006	
b)	Nature of the transaction	<ol> <li>Grant of unapproved options, which are subject to the satisfaction of performance conditions, over Ordinary Shares under the Diageo 2023 Long Term Incentive Plan</li> </ol>	
		<ol><li>Grant of conditional award, which is subject to the satisfaction of performance conditions, in the form of Restricted Stock Units over Ordinary Shares under the Diageo 2023 Long Term Incentive Plan</li></ol>	
c)	Price(s) and volume(s)	Price(s) Volume(s)	
	voidine(s)	1. £24.79 57,188	
		2. Nil 51,469	
d)	Aggregated information	N/A	
	- Aggregated volume - Price		
e)	Date of transaction	2024-09-03	
f)	Place of transaction	Outside a trading venue	

1.	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	John O'Keeffe		
2.	Reason for the notif	ication		
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 transa (ii) each type of tran transactions have be	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 28 101/108 pence		
	Identification code	GB0002374006		
b)	Nature of the transaction	Grant of conditional award, which is subject to the satisfaction of performance conditions, in the form of Restricted Stock Units over Ordinary Shares under the Diageo Exceptional Stock Award Plan.		
c)	Price(s) and volume(s)	Price(s) Volume(s)		
		1. £24.79 77,456		
d)	Aggregated information	N/A		
	- Aggregated volume - Price			
e)	Date of transaction	2024-09-03		
f)	Place of transaction	Outside a trading venue		

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Louise Prashad
2.	Reason for the notification	
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	n 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 28 101/108 pence	
	Identification code	GB0002374006	
transaction satisfaction of performance conditions, of		Grant of approved options, which are subject to the satisfaction of performance conditions, over Ordinary Shares under the Diageo 2023 Long Term Incentive Plan	
		Grant of unapproved options, which are subject to the satisfaction of performance conditions, over Ordinary Shares under the Diageo 2023 Long Term Incentive Plan	
		<ol> <li>Grant of conditional award, which is subject to the satisfaction of performance conditions, in the form of Restricted Stock Units over Ordinary Shares under the Diageo 2023 Long Term Incentive Plan</li> </ol>	
c)	Price(s) and volume(s)	Price(s) Volume(s)	
	,	1. £24.79 1	
		2. £24.79 44,426	
		3. Nil 39,984	
d)	Aggregated information	WA	
	- Aggregated volume - Price		
e)	Date of transaction	2024-09-03	
f)	Place of transaction	Outside a trading venue	
1.	Details of the person	discharging managerial responsibilities/person closely	

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Louise Prashad	
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	Ordinary shares of 28 101/108 pence	
	Identification code	GB0002374006	
b)	Nature of the transaction	Grant of conditional award, which is subject to the satisfaction of performance conditions, in the form of Restricted Stock Units over Ordinary Shares under the Diageo Exceptional Stock Award Plan.	
c)	Price(s) and volume(s)		
		Price(s) Volume(s)	
		1. £24.79 60,172	
d)	Aggregated information	N/A	
	- Aggregated volume - Price		
e)	Date of transaction	2024-09-03	
f)	Place of transaction	Outside a trading venue	

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Tom Shropshire	
2.	Reason for the notification		
a)	Position / status	Member of the Executive Com	mittee
b)	Initial notification / amendment	Initial notification	
3.	Details of the issuer, auctioneer or auction		participant, auction platform,
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	American Depositary Shares	
	Identification code	US25243Q2057	
b)	Nature of the transaction	Grant of unapproved options, which are subject to the satisfaction of performance conditions, over American Depositary Shares under the Diageo 2023 Long Term Incentive Plan      Grant of conditional award, which is subject to the satisfaction of performance conditions, in the form of Restricted Stock Units over American Depositary Shares under the Diageo 2023 Long Term Incentive Plan	
c)	Price(s) and	Price(s)	Volume(s)
	volume(s)	1. 132.46	14,940
		2. Nil	13,446
d)	Aggregated information	N/A	
	- Aggregated volume - Price		
e)	Date of transaction	2024-09-03	
f)	Place of transaction	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	American Depositary Shares	
	Identification code	US25243Q2057	
b)	Nature of the transaction	Grant of conditional award, which is subject to the satisfaction of performance conditions, in the form of Restricted Stock Units over American Depositary Shares under the Diageo Exceptional Stock Award Plan.	
c)	Price(s) and volume(s)		
		Price(s) Volume(s)	
		1. 132.46 19,218	
d)	Aggregated	N/A	

1	information	
	- Aggregated volume - Price	
e)	Date of transaction	2024-09-03
f)	Place of transaction	Outside a trading venue

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