

Diageo plc
LEI: 213800ZVIELEA55JM32

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:

1. 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.
2. 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.
3. conditional awards in the form of Restricted Stock Units under the Special Recruitment Award, subject to the satisfaction of performance conditions, where indicated.
4. 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 notification										
a)	Position / status	Chief Executive									
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	213800ZVIELEA55JM32									
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 Identification code	American Depositary Shares US25243Q2057									
b)	Nature of the transaction	<ol style="list-style-type: none"> 1. 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 2. 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)	<table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>132.46</td> <td>48,182</td> </tr> <tr> <td>2.</td> <td>Nil</td> <td>48,182</td> </tr> </tbody> </table>		Price(s)	Volume(s)	1.	132.46	48,182	2.	Nil	48,182
	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 person discharging managerial responsibilities/person closely associated														
a)	Name	Nik Jhangiani													
2.	Reason for the notification														
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	213800ZVIELEA55JM32													
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 Identification code	Ordinary shares of 28 101/108 pence GB0002374006													
b)	Nature of the transaction	<ol style="list-style-type: none"> 1. Grant of approved options, which are subject to the satisfaction of performance conditions, over Ordinary Shares under the Diageo 2023 Long Term Incentive Plan 2. Grant of unapproved options, which are subject to the satisfaction of performance conditions, over Ordinary Shares under the Diageo 2023 Long Term Incentive Plan 3. 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)	<table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>£24.79</td> <td>2,420</td> </tr> <tr> <td>2.</td> <td>£24.79</td> <td>113,376</td> </tr> <tr> <td>3.</td> <td>Nil</td> <td>115,796</td> </tr> </tbody> </table>		Price(s)	Volume(s)	1.	£24.79	2,420	2.	£24.79	113,376	3.	Nil	115,796	
	Price(s)	Volume(s)													
1.	£24.79	2,420													
2.	£24.79	113,376													
3.	Nil	115,796													
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	Nik Jhangiani	
2.	Reason for the notification		
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	213800ZVIELEA55JM32	
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 Identification code	Ordinary shares of 28 101/108 pence GB0002374006	

b)	Nature of the transaction	<ol style="list-style-type: none"> Grant of conditional award which will vest on 3 March 2025, in the form of Restricted Stock Units over Ordinary Shares under the Special Recruitment Award. Grant of conditional award which will vest on 9 March 2026, subject to the satisfaction of performance conditions, in the form of Restricted Stock Units over Ordinary Shares under the Special Recruitment Award. Grant of conditional award which will vest on 9 March 2026 in the form of Restricted Stock Units over Ordinary Shares under the Special Recruitment Award. Grant of conditional award which will vest on 7 March 2027, in the form of Restricted Stock Units over Ordinary Shares under the Special Recruitment Award. Grant of conditional award which will vest on 7 March 2027, in the form of Restricted Stock Units over Ordinary Shares under the Special Recruitment Award. 																		
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>Nil</td> <td>139,385</td> </tr> <tr> <td>2.</td> <td>Nil</td> <td>42,172</td> </tr> <tr> <td>3.</td> <td>Nil</td> <td>58,970</td> </tr> <tr> <td>4.</td> <td>Nil</td> <td>8,934</td> </tr> <tr> <td>5.</td> <td>Nil</td> <td>53,609</td> </tr> </tbody> </table>		Price(s)	Volume(s)	1.	Nil	139,385	2.	Nil	42,172	3.	Nil	58,970	4.	Nil	8,934	5.	Nil	53,609
	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 - 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	Ewan Andrew												
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	213800ZVIELEA55JM32												
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 Identification code	Ordinary shares of 28 101/108 pence GB0002374006												
b)	Nature of the transaction	<ol style="list-style-type: none"> 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 volume(s)	<table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>£24.79</td> <td>1</td> </tr> <tr> <td>2.</td> <td>£24.79</td> <td>40,006</td> </tr> <tr> <td>3.</td> <td>Nil</td> <td>36,006</td> </tr> </tbody> </table>		Price(s)	Volume(s)	1.	£24.79	1	2.	£24.79	40,006	3.	Nil	36,006
	Price(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 discharging managerial responsibilities/person closely associated							
a)	Name	Ewan Andrew						
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	213800ZVIELEA55JM32						
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 Identification code	Ordinary shares of 28 101/108 pence GB0002374006						
b)	Nature of the transaction	1. 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)	<table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>£24.79</td> <td>54,186</td> </tr> </tbody> </table>		Price(s)	Volume(s)	1.	£24.79	54,186
	Price(s)	Volume(s)						
1.	£24.79	54,186						
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	Sally Grimes						
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	213800ZVIELEA55JM32						
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 Identification code	American Depositary Shares US25243Q2057						
b)	Nature of the transaction	<p>1. 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</p> <p>2. 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</p>						
c)	Price(s) and	<table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> </tr> </tbody> </table>		Price(s)	Volume(s)			
	Price(s)	Volume(s)						

	volume(s)	<table border="1"> <tr> <td>1.</td> <td>132.46</td> <td>24,170</td> </tr> <tr> <td>2.</td> <td>Nil</td> <td>24,170</td> </tr> </table>	1.	132.46	24,170	2.	Nil	24,170
1.	132.46	24,170						
2.	Nil	24,170						
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	Sally Grimes						
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	213800ZVIELEA55JM32						
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 Identification code	American Depositary Shares US25243Q2057						
b)	Nature of the transaction	1. 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)	<table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>132.46</td> <td>25,909</td> </tr> </tbody> </table>		Price(s)	Volume(s)	1.	132.46	25,909
	Price(s)	Volume(s)						
1.	132.46	25,909						
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	Alvaro Cardenas
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	213800ZVIELEA55JM32
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 Identification code	American Depositary Shares US25243Q2057

b)	Nature of the transaction	1. 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 2. 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)	<table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>132.46</td> <td>12,085</td> </tr> <tr> <td>2.</td> <td>Nil</td> <td>10,876</td> </tr> </tbody> </table>		Price(s)	Volume(s)	1.	132.46	12,085	2.	Nil	10,876
	Price(s)	Volume(s)									
1.	132.46	12,085									
2.	Nil	10,876									
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	Alvaro Cardenas						
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	213800ZVIELEA55JM32						
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 Identification code	American Depositary Shares US25243Q2057						
b)	Nature of the transaction	1. 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)	<table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>132.46</td> <td>15,545</td> </tr> </tbody> </table>		Price(s)	Volume(s)	1.	132.46	15,545
	Price(s)	Volume(s)						
1.	132.46	15,545						
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	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	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 style="list-style-type: none"> 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 volume(s)	<table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>£24.79</td> <td>937</td> </tr> <tr> <td>2.</td> <td>£24.79</td> <td>54,848</td> </tr> <tr> <td>3.</td> <td>Nil</td> <td>50,206</td> </tr> </tbody> </table>			Price(s)	Volume(s)	1.	£24.79	937	2.	£24.79	54,848	3.	Nil	50,206
	Price(s)	Volume(s)													
1.	£24.79	937													
2.	£24.79	54,848													
3.	Nil	50,206													
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	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	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	2. 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)	<table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>£24.79</td> <td>75,556</td> </tr> </tbody> </table>			Price(s)	Volume(s)	1.	£24.79	75,556
	Price(s)	Volume(s)							
1.	£24.79	75,556							
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 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	213800ZVIELEA55JM32									
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 Identification code	Ordinary shares of 28 101/108 pence GB0002374006									
b)	Nature of the transaction	<ol style="list-style-type: none"> 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)	<table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>£24.79</td> <td>43,007</td> </tr> <tr> <td>2.</td> <td>Nil</td> <td>38,707</td> </tr> </tbody> </table>		Price(s)	Volume(s)	1.	£24.79	43,007	2.	Nil	38,707
	Price(s)	Volume(s)									
1.	£24.79	43,007									
2.	Nil	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 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	213800ZVIELEA55JM32						
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 Identification code	Ordinary shares of 28 101/108 pence GB0002374006						
b)	Nature of the transaction	<ol style="list-style-type: none"> 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)	<table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>£24.79</td> <td>58,250</td> </tr> </tbody> </table>		Price(s)	Volume(s)	1.	£24.79	58,250
	Price(s)	Volume(s)						
1.	£24.79	58,250						
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	Hina Nagarajan									
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	213800ZVIELEA55JM32									
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 Identification code	Ordinary shares of 28 101/108 pence GB0002374006									
b)	Nature of the transaction	1. Grant of unapproved options, which are subject to the satisfaction of performance conditions, over Ordinary Shares under the Diageo 2023 Long Term Incentive Plan 2. 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)	<table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>£24.79</td> <td>22,759</td> </tr> <tr> <td>2.</td> <td>Nil</td> <td>16,256</td> </tr> </tbody> </table>		Price(s)	Volume(s)	1.	£24.79	22,759	2.	Nil	16,256
	Price(s)	Volume(s)									
1.	£24.79	22,759									
2.	Nil	16,256									
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	Dayalan Nayager
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	213800ZVIELEA55JM32
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 Identification code	Ordinary shares of 28 101/108 pence GB0002374006
b)	Nature of the transaction	1. Grant of approved options, which are subject to the satisfaction of performance conditions, over Ordinary Shares under the Diageo 2023 Long Term Incentive Plan 2. Grant of unapproved options, which are subject to the satisfaction of performance conditions, over Ordinary Shares under the Diageo 2023 Long Term Incentive Plan 3. 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)	<table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>£24.79</td> <td>1,211</td> </tr> <tr> <td>2.</td> <td>£24.79</td> <td>50,142</td> </tr> <tr> <td>3.</td> <td>Nil</td> <td>46,218</td> </tr> </tbody> </table>		Price(s)	Volume(s)	1.	£24.79	1,211	2.	£24.79	50,142	3.	Nil	46,218	
	Price(s)	Volume(s)													
1.	£24.79	1,211													
2.	£24.79	50,142													
3.	Nil	46,218													
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	Dayalan Nayager							
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	213800ZVIELEA55JM32							
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	1. 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)	<table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>£24.79</td> <td>69,554</td> </tr> </tbody> </table>		Price(s)	Volume(s)	1.	£24.79	69,554	
	Price(s)	Volume(s)							
1.	£24.79	69,554							
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	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	213800ZVIELEA55JM32	
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 Identification code	Ordinary shares of 28 101/108 pence GB0002374006									
b)	Nature of the transaction	1. Grant of unapproved options, which are subject to the satisfaction of performance conditions, over Ordinary Shares under the Diageo 2023 Long Term Incentive Plan 2. 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)	<table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>£24.79</td> <td>57,188</td> </tr> <tr> <td>2.</td> <td>Nil</td> <td>51,469</td> </tr> </tbody> </table>		Price(s)	Volume(s)	1.	£24.79	57,188	2.	Nil	51,469
	Price(s)	Volume(s)									
1.	£24.79	57,188									
2.	Nil	51,469									
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	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	213800ZVIELEA55JM32						
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 Identification code	Ordinary shares of 28 101/108 pence GB0002374006						
b)	Nature of the transaction	1. 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)	<table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>£24.79</td> <td>77,456</td> </tr> </tbody> </table>		Price(s)	Volume(s)	1.	£24.79	77,456
	Price(s)	Volume(s)						
1.	£24.79	77,456						
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	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 monitor													
a)	Name	Diageo plc												
b)	LEI	213800ZVIELEA55JM32												
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 Identification code	Ordinary shares of 28 101/108 pence GB0002374006												
b)	Nature of the transaction	<ol style="list-style-type: none"> 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 volume(s)	<table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>£24.79</td> <td>1</td> </tr> <tr> <td>2.</td> <td>£24.79</td> <td>44,426</td> </tr> <tr> <td>3.</td> <td>Nil</td> <td>39,984</td> </tr> </tbody> </table>		Price(s)	Volume(s)	1.	£24.79	1	2.	£24.79	44,426	3.	Nil	39,984
	Price(s)	Volume(s)												
1.	£24.79	1												
2.	£24.79	44,426												
3.	Nil	39,984												
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	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 monitor							
a)	Name	Diageo plc						
b)	LEI	213800ZVIELEA55JM32						
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 Identification code	Ordinary shares of 28 101/108 pence GB0002374006						
b)	Nature of the transaction	1. 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)	<table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>£24.79</td> <td>60,172</td> </tr> </tbody> </table>		Price(s)	Volume(s)	1.	£24.79	60,172
	Price(s)	Volume(s)						
1.	£24.79	60,172						
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	Tom Shropshire									
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 Identification code	American Depository Shares US25243Q2057									
b)	Nature of the transaction	<ol style="list-style-type: none"> Grant of unapproved options, which are subject to the satisfaction of performance conditions, over American Depository 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 Depository Shares under the Diageo 2023 Long Term Incentive Plan 									
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>132.46</td> <td>14,940</td> </tr> <tr> <td>2.</td> <td>Nil</td> <td>13,446</td> </tr> </tbody> </table>		Price(s)	Volume(s)	1.	132.46	14,940	2.	Nil	13,446
	Price(s)	Volume(s)									
1.	132.46	14,940									
2.	Nil	13,446									
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	Tom Shropshire						
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 Identification code	American Depository Shares US25243Q2057						
b)	Nature of the transaction	<ol style="list-style-type: none"> Grant of conditional award, which is subject to the satisfaction of performance conditions, in the form of Restricted Stock Units over American Depository Shares under the Diageo Exceptional Stock Award Plan. 						
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>132.46</td> <td>19,218</td> </tr> </tbody> </table>		Price(s)	Volume(s)	1.	132.46	19,218
	Price(s)	Volume(s)						
1.	132.46	19,218						
d)	Aggregated	N/A						

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

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact rns@seg.com or visit www.ms.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHBUGDCUDGDGSU