

Diageo plc  
LEI: 213800ZVIELEA55JMJ32

**Director/PDMR Shareholding**

On 3 September 2024, various awards or options under the Diageo 2014 Long Term Incentive Plan and Diageo 2023 Long Term Incentive Plan have been released or exercised over American Depositary Shares.

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**

<b>1.</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>											
a)	Name	Debra Crew										
<b>2.</b>	<b>Reason for the notification</b>											
a)	Position / status	Chief Executive										
b)	Initial notification / amendment	Initial notification										
<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>											
a)	Name	Diageo plc										
b)	LEI	213800ZVIELEA55JMJ32										
<b>4.</b>	<b>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</b>											
a)	Description of the financial instrument	American Depositary Shares										
	Identification code	US25243Q2057										
b)	Nature of the transaction	1. Release of award of American Depositary Shares under the Diageo 2014 Long Term Incentive Plan 2. Sale of shares to cover tax liabilities										
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>17,331</td> </tr> <tr> <td>2.</td> <td>129.11</td> <td>7,690</td> </tr> </tbody> </table>			Price(s)	Volume(s)	1.	Nil	17,331	2.	129.11	7,690
	Price(s)	Volume(s)										
1.	Nil	17,331										
2.	129.11	7,690										
d)	Aggregated information - Aggregated volume - Price	N/A										
e)	Date of transaction	2024-09-03										
f)	Place of transaction	1. Outside a trading venue 2. New York Stock Exchange (XNYS)										

<b>1.</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Lavanya Chandrashekar

<b>2.</b>	<b>Reason for the notification</b>										
a)	Position / status	Chief Financial Officer									
b)	Initial notification / amendment	Initial notification									
<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>										
a)	Name	Diageo plc									
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	Price(s)	Volume(s)									
1.	Nil	12,342									
2.	129.11	5,816									
d)	Aggregated information - Aggregated volume - Price	N/A									
e)	Date of transaction	2024-09-03									
f)	Place of transaction	1. Outside a trading venue 2. New York Stock Exchange (NYSE)									

<b>1.</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>										
a)	Name	Alvaro Cardenas									
<b>2.</b>	<b>Reason for the notification</b>										
a)	Position / status	Member of the Executive Committee									
b)	Initial notification / amendment	Initial notification									
<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>										
a)	Name	Diageo plc									
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	Price(s)	Volume(s)									
1.	Nil	4,123									
2.	129.11	1,217									
d)	Aggregated information - Aggregated volume - Price	N/A									
e)	Date of transaction	2024-09-03									

f)	Place of transaction	1. Outside a trading venue 2. New York Stock Exchange (XNYS)
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<b>1.</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>										
a)	Name	Sally Grimes									
<b>2.</b>	<b>Reason for the notification</b>										
a)	Position / status	Member of the Executive Committee									
b)	Initial notification / amendment	Initial notification									
<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>										
a)	Name	Diageo plc									
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	Price(s)	Volume(s)									
1.	Nil	7,388									
2.	129.11	3,782									
d)	Aggregated information - Aggregated volume - Price	N/A									
e)	Date of transaction	2024-09-03									
f)	Place of transaction	1. Outside a trading venue 2. New York Stock Exchange (XNYS)									

<b>1.</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>										
a)	Name	John Kennedy									
<b>2.</b>	<b>Reason for the notification</b>										
a)	Position / status	Member of the Executive Committee									
b)	Initial notification / amendment	Initial notification									
<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>										
a)	Name	Diageo plc									
b)	LEI	213800ZVIELEA55JM32									
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	Price(s)	Volume(s)									
1.	Nil	3,054									
2.	129.11	3,054									

d)	Aggregated information - Aggregated volume - Price	N/A
e)	Date of transaction	2024-09-03
f)	Place of transaction	1. Outside a trading venue 2. New York Stock Exchange (XNYS)

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	Price(s)	Volume(s)									
1.	Nil	7,421									
2.	129.11	3,869									
d)	Aggregated information - Aggregated volume - Price	N/A									
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a)	Name	John Kennedy
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a)	Position / status	Member of the Executive Committee
b)	Initial notification / amendment	Initial notification
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b)	Nature of the transaction	1. Release of award of American Depositary Shares under the Diageo 2014 Long Term Incentive Plan

transaction		Dragage 2014 Long Term Incentive Plan	
		2. Sale of shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		1. Nil	6,092
		2. 129.11	6,092
d)	Aggregated information - Aggregated volume - Price	N/A	
e)	Date of transaction	2024-09-03	
f)	Place of transaction	1. Outside a trading venue 2. New York Stock Exchange (NYSE)	

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