

Diageo plc  
LEI: 213800ZVIELEA55JM32

# **Director/PDMR Shareholding**

On 11 November 2024, the following transactions took place in relation to the Diageo 2001 Share Incentive Plan:

1. purchase of partnership shares using deductions from salary; and
2. 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

11 November 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 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. Purchase of partnership shares under the Diageo 2001 Share Incentive Plan 2. Award of matching shares under the Diageo 2001 Share Incentive Plan										
c)	Price(s) and volume(s)	<table><tr><td></td><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>1.</td><td>£23.50</td><td>6</td></tr><tr><td>2.</td><td>Nil</td><td>3</td></tr></table>			Price(s)	Volume(s)	1.	£23.50	6	2.	Nil	3
	Price(s)	Volume(s)										
1.	£23.50	6										
2.	Nil	3										
d)	Aggregated information - Aggregated volume - Price	N/A										
e)	Date of transaction	2024-11-11										
f)	Place of transaction	1. London Stock Exchange (XLON) 2. Outside a trading venue										

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

<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	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 Identification code	Ordinary shares of 28 101/108 pence GB0002374006									
b)	Nature of the transaction	1. Purchase of partnership shares under the Diageo 2001 Share Incentive Plan 2. Award of matching shares under the Diageo 2001 Share 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>£23.50</td><td>7</td></tr> <tr> <td>2.</td><td>Nil</td><td>4</td></tr> </tbody> </table>		Price(s)	Volume(s)	1.	£23.50	7	2.	Nil	4
	Price(s)	Volume(s)									
1.	£23.50	7									
2.	Nil	4									
d)	Aggregated information - Aggregated volume - Price	N/A									
e)	Date of transaction	2024-11-11									
f)	Place of transaction	1. London Stock Exchange (XLON) 2. Outside a trading venue									

<b>1.</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>										
a)	Name	Daniel Mobley									
<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	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 Identification code	Ordinary shares of 28 101/108 pence GB0002374006									
b)	Nature of the transaction	1. Purchase of partnership shares under the Diageo 2001 Share Incentive Plan 2. Award of matching shares under the Diageo 2001 Share 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>£23.50</td><td>7</td></tr> <tr> <td>2.</td><td>Nil</td><td>3</td></tr> </tbody> </table>		Price(s)	Volume(s)	1.	£23.50	7	2.	Nil	3
	Price(s)	Volume(s)									
1.	£23.50	7									
2.	Nil	3									
d)	Aggregated information - Aggregated volume - Price	N/A									

e)	Date of transaction	2024-11-11
f)	Place of transaction	1. London Stock Exchange (XLON) 2. 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. Purchase of partnership shares under the Diageo 2001 Share Incentive Plan 2. Award of matching shares under the Diageo 2001 Share Incentive Plan										
c)	Price(s) and volume(s)	<table><tr><td></td><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>1.</td><td>£23.50</td><td>7</td></tr><tr><td>2.</td><td>Nil</td><td>4</td></tr></table>			Price(s)	Volume(s)	1.	£23.50	7	2.	Nil	4
	Price(s)	Volume(s)										
1.	£23.50	7										
2.	Nil	4										
d)	Aggregated information - Aggregated volume - Price	N/A										
e)	Date of transaction	2024-11-11										
f)	Place of transaction	1. London Stock Exchange (XLON) 2. 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. Purchase of partnership shares under the Diageo 2001 Share Incentive Plan  2. Award of matching shares under the Diageo 2001 Share Incentive Plan	
c)	Price(s) and	Price(s)	Volume(s)

c)	Price(s) and volume(s)	<table> <tr> <td>1.</td><td>Price(s)</td><td>Volume(s)</td></tr> <tr> <td></td><td>£23.50</td><td>6</td></tr> <tr> <td>2.</td><td>Nil</td><td>3</td></tr> </table>	1.	Price(s)	Volume(s)		£23.50	6	2.	Nil	3
1.	Price(s)	Volume(s)									
	£23.50	6									
2.	Nil	3									
d)	Aggregated information - Aggregated volume - Price	N/A									
e)	Date of transaction	2024-11-11									
f)	Place of transaction	1. London Stock Exchange (XLON) 2. 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	Ordinary shares of 28 101/108 pence GB0002374006										
b)	Nature of the transaction	1. Purchase of partnership shares under the Diageo 2001 Share Incentive Plan 2. Award of matching shares under the Diageo 2001 Share Incentive Plan										
c)	Price(s) and volume(s)	<table><tr><td></td><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>1.</td><td>£23.50</td><td>7</td></tr><tr><td>2.</td><td>Nil</td><td>4</td></tr></table>			Price(s)	Volume(s)	1.	£23.50	7	2.	Nil	4
	Price(s)	Volume(s)										
1.	£23.50	7										
2.	Nil	4										
d)	Aggregated information - Aggregated volume - Price	N/A										
e)	Date of transaction	2024-11-11										
f)	Place of transaction	1. London Stock Exchange (XLON) 2. 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](mailto:rns@seg.com) or visit [www.ms.com](http://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

DSHBSBDBGXBDGSB