RNS Number: 0748A Diageo PLC 10 March 2025

> Diageo plc LEI: 213800ZVIELEA55JMJ32

## **Director/PDMR Shareholding**

On 10 March 2025, 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 March 2025

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	Nik Jhangiani	Nik Jhangiani		
2.	Reason for the notif	cation			
a)	Position / status	Chief Financial	Officer		
b)	Initial notification / amendment	Initial notification	n		
3.	Details of the issuer auctioneer or auction		rance market pa	articipant, auction platform,	
a)	Name	Diageo plc			
b)	LEI	213800ZVIELE			
4.	Details of the transa (ii) each type of tran transactions have be	ction(s): section saction; (iii) eac een conducted	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	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     Award of matching shares under the Diageo 2001 Share Incentive Plan			
c)	Price(s) and	Price(s)		Volume(s)	
	volume(s)	1. £21.84		7	
		2. Nil		3	
d)	Aggregated information	NA			
	- Aggregated volume - Price				
e)	Date of transaction	2025-03-10			
f)	Place of transaction	London Stock Exchange (XLON)			
		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	213800ZVIELEA55JMJ32		
4.	Details of the transa (ii) each type of tran transactions have be	ansaction(s): section to be repeated for (i) each type of instrument; transaction; (iii) each date; and (iv) each place where we 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		
		Award of matching shares under the Diageo 2001 Share Incentive Plan		
c)	Price(s) and volume(s)	Price(s) Volume(s)		
	voidine(s)	1. £21.84 7		
		2. Nil 4		
d)	Aggregated information	N/A		
	- Aggregated volume - Price			
e)	Date of transaction	2025-03-10		
f)	Place of transaction	London Stock Exchange (XLON)		
		Outside a trading venue		
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1.	Details of the person associated	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	Cristina Diezhandino	Cristina Diezhandino		
2.	Reason for the notif	ication			
a)	Position / status	Member of the Executive Com	mittee		
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	Ordinary shares of 28 101/108 pence		
	Identification code	GB0002374006			
b)	Nature of the	Purchase of partnership shares under the Diageo 2001 Share Incentive Plan			
	transaction	incentive Plan			
	transaction	Award of matching shares Incentive Plan	under the Diageo 2001 Share		
c)	Price(s) and	Award of matching shares	under the Diageo 2001 Share  Volume(s)		
c)		Award of matching shares Incentive Plan			
c)	Price(s) and	Award of matching shares Incentive Plan     Price(s)	Volume(s)		
c)	Price(s) and	Award of matching shares Incentive Plan  Price(s)  1. £21.84	Volume(s)		
c)	Price(s) and	Award of matching shares Incentive Plan  Price(s)  1. £21.84	Volume(s)		

e)	บลเษ บา แสกรสบแบก	2020 <del>-</del> 00-10	
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	Daniel Mobley			
2.	Reason for the notifi	ation			
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	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)			
	voidine(3)	1. £21.84 6			
		2. Nil 3			
d)	Aggregated information	WA			
	- Aggregated volume - Price				
e)	Date of transaction	2025-03-10			
f)	Place of transaction	London Stock Exchange (XLON)			
		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.	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; esaction; (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	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)			

		1. £21.84 7 2. Nil 4
d)	Aggregated information  - Aggregated volume - Price	N/A
e)	Date of transaction	2025-03-10
f)	Place of transaction	London Stock Exchange (XLON)     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	1		
a)	Position / status	Mem	ber of the Executive	Committee	
b)	Initial notification / amendment	Initia	I notification		
3.	Details of the issuer, auctioneer or auctio			rket participant, auction platform,	
a)	Name	Diag	eo plc		
b)	LEI	2138	00ZVIELEA55JMJ32		
4.	Details of the transa (ii) each type of tran transactions have be	ction(s sactio een co	s): section to be rep n; (iii) each date; a onducted	eated for (i) each type of instrument; nd (iv) each place where	
a)	Description of the financial instrument	Ordir	nary shares of 28 101	/108 pence	
	Identification code	GB0	002374006		
b)	Nature of the transaction	1.	Purchase of partnership shares under the Diageo 2001 Share Incentive Plan		
		2.	Award of matching Incentive Plan	shares under the Diageo 2001 Share	
c)	Price(s) and volume(s)		Price(s)	Volume(s)	
	wiune(s)	1.	£21.84	7	
		2.	Nil	3	
d)	Aggregated information	N/A			
	- Aggregated volume - Price				
e)	Date of transaction	2025	-03-10		
f)	Place of transaction	1. Lo	London Stock Exchange (XLON)		
		2. O	utside a trading venue	9	

1.	Details of the person discharging managerial responsibilities/person closely associated				
a)	Name	Name Tom Shropshire			
2.	Reason for the notifi	cation			
a)	Position / status	Member of the Executive Committee			
b)	Initial notification / amendment	on / Initial notification			
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor				
a)	Name Diageo plc				
P)	I E				

υ)	LEI	Z1300	Z I DOUULV IELEMUUIVIUUL			
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	Ordina	Ordinary shares of 28 101/108 pence			
	Identification code	GB000	02374006			
b)	Nature of the transaction	1. Pu	rchase of partnership share: entive Plan	s under the Diageo 2001 Share		
			ard of matching shares und entive Plan	er the Diageo 2001 Share		
c)	Price(s) and volume(s)		Price(s)	Volume(s)		
	voidifie(s)	1.	£21.84	6		
		2.	Nil	3		
d)	Aggregated information	N/A	NA			
	- Aggregated volume - Price					
e)	Date of transaction	2025-0	2025-03-10			
f)	Place of transaction	1. Lon	London Stock Exchange (XLON)			
		2. Out	side a trading venue			

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