RNS Number: 7092E Diageo PLC 11 April 2025

> Diageo plc LEI: 213800ZVIELEA55JMJ32

Director/PDMR Shareholding

On 10 April 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

11 April 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			
2.	Reason for the notif	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.	Details of the transa (ii) each type of tran transactions have be	ction(s): section to be repeat saction; (iii) each date; and een conducted	tion(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	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. £20.74	7		
		2. Nil	4		
d)	Aggregated information	NA			
	- Aggregated volume - Price				
e)	Date of transaction	2025-04-10			
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	me Ewan Andrew			
2.	Reason for the notification				

a)	Position / status	Member of the Executive Committee			
b)	Initial notification / amendment	Initial notification			
3.		ails of the issuer, emission allowance market participant, auction platform, tioneer or auction 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	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. £20.74 8			
		2. Nil 4			
d)	Aggregated information	NA			
	- Aggregated volume - Price				
e)	Date of transaction	2025-04-10			
f)	Place of transaction	London Stock Exchange (XLON)			
		Outside a trading venue			
	1	I.			

1.	Details of the person associated	discharging managerial responsibilities/person closely			
a)	Name	Cristina Diezhandino	Cristina Diezhandino		
2.	Reason for the notifi	ication			
a)	Position / status	Member of the Executive Comr	nittee		
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	Purchase of partnership sha Incentive Plan	ares under the Diageo 2001 Share		
		Award of matching shares uncentive Plan	nder the Diageo 2001 Share		
c)	Price(s) and	Award of matching shares uncentive Plan Price(s)	Inder the Diageo 2001 Share Volume(s)		
c)	Price(s) and volume(s)	Incentive Plan			
c)		Incentive Plan Price(s)	Volume(s)		
c)		Incentive Plan Price(s) 1. £20.74	Volume(s)		
c)		Incentive Plan Price(s) 1. £20.74	Volume(s)		

e)	บลเษ บา แสกรสบแบก	2020-04-10	
f)	Place of transaction	London Stock Exchange (XLON)	
2. Outside a trading venue		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	ion		
a)	Position / status	lember of the Executive Comn	nittee	
b)	Initial notification / amendment	Initial notification		
3.	Details of the issuer, auctioneer or auction	emission allowance market participant, auction platform, n monitor		
a)	Name	iageo plc		
b)	LEI	13800ZVIELEA55JMJ32		
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	Purchase of partnership shares under the Diageo 2001 Share Incentive Plan		
		Award of matching shares u Incentive Plan	nder the Diageo 2001 Share	
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
	voidine(s)	1. £20.74	8	
		2. Nil	4	
d)	Aggregated information	/A		
	- Aggregated volume - Price			
e)	Date of transaction	025-04-10		
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; saction; (iii) each date; and (iv) each place where sen 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. 2.	£20.74 Nil	3
d)	Aggregated information - Aggregated volume - Price	N/A		
e)	Date of transaction	2025-0	14-10	
f)	Place of transaction		idon Stock Exchange (XLC side a trading venue	ON)

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, 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 reposaction; (iii) each date; are sen conducted	eated for (i) each type of instrument; nd (iv) each place where		
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 Incentive Plan	shares under the Diageo 2001 Share		
c)	Price(s) and volume(s)	Price(s)	Volume(s)		
	with e(s)	1. £20.74	7		
		2. Nil	4		
d)	Aggregated information	N/A			
	- Aggregated volume - Price				
e)	Date of transaction	2025-04-10			
f)	Place of transaction	1. London Stock Exchang	e (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 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					
h)	1 = 1	2438UUZVIET EVEE IVI 133				

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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; ansaction; (iii) each date; and (iv) each place where been conducted				
a)	Description of the financial instrument	Ordina	Ordinary shares of 28 101/108 pence			
	Identification code	GB00	02374006			
b)	Nature of the transaction		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)		
	voidine(s)	1.	£20.74	8		
		2.	Nil	4		
d)	Aggregated information	N/A				
	- Aggregated volume - Price					
e)	Date of transaction	2025-0	2025-04-10			
f)	Place of transaction	1. Lon	London Stock Exchange (XLON)			
		2. Out	side a trading venue			

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