

Diageo plc
LEI: 213800ZVIELEA55JM32

Director/PDMR Shareholding

On 25 June 2025, awards of Freeshares were made under the Diageo One World Share Incentive Plan over American Depositary Shares or Ordinary 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

27 June 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	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	American Depositary Shares										
	Identification code	US25243Q2057										
b)	Nature of the transaction	1. Awards of Freeshares under the Diageo One World Share Incentive Plan over American Depositary Shares 2. Sale of shares to cover tax liabilities										
c)	Price(s) and volume(s)	<table><tr><td></td><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>1.</td><td>Nil</td><td>6.353</td></tr><tr><td>2.</td><td>99.74</td><td>1.883</td></tr></table>			Price(s)	Volume(s)	1.	Nil	6.353	2.	99.74	1.883
	Price(s)	Volume(s)										
1.	Nil	6.353										
2.	99.74	1.883										
d)	Aggregated information - Aggregated volume - Price	N/A										
e)	Date of transaction	2025-06-25										
f)	Place of transaction	1. Outside a trading venue 2. New York Stock Exchange (XNYS)										

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	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 Depositary Shares US25243Q2057										
b)	Nature of the transaction	1. Awards of Freeshares over the Diageo One World Share Incentive Plan over American Depositary Shares 2. Sale of shares to cover tax liabilities										
c)	Price(s) and volume(s)	<table><tr><td></td><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>1.</td><td>Nil</td><td>6.353</td></tr><tr><td>2.</td><td>99.74</td><td>2.897</td></tr></table>			Price(s)	Volume(s)	1.	Nil	6.353	2.	99.74	2.897
	Price(s)	Volume(s)										
1.	Nil	6.353										
2.	99.74	2.897										
d)	Aggregated information - Aggregated volume - Price	N/A										
e)	Date of transaction	2025-06-25										
f)	Place of transaction	1. Outside a trading venue 2. New York Stock Exchange (XNYS)										

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	Ordinary shares of 28 101/108 pence					
	Identification code	GB0002374006					
b)	Nature of the transaction	Awards of Freeshares under the Diageo One World Share Incentive Plan over Ordinary Shares					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>Nil</td><td>25.407</td></tr></table>		Price(s)	Volume(s)	Nil	25.407
Price(s)	Volume(s)						
Nil	25.407						
d)	Aggregated information - Aggregated volume - Price	N/A					
e)	Date of transaction	2025-06-25					
f)	Place of transaction	Outside a trading venue					

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