

Diageo plc
LEI: 213800ZVIELEA55JMJ32

Director/PDMR Shareholding

On 2 September 2025, various awards or options under the Diageo 2014 Long Term Incentive Plan have been released or exercised over 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

3 September 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	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 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. Release of award of Ordinary Shares under the Diageo 2014 Long Term Incentive Plan 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>3,396</td></tr><tr><td>2.</td><td>£20.41</td><td>1,703</td></tr></table>			Price(s)	Volume(s)	1.	Nil	3,396	2.	£20.41	1,703
	Price(s)	Volume(s)										
1.	Nil	3,396										
2.	£20.41	1,703										
d)	Aggregated information - Aggregated volume - Price	N/A										
e)	Date of transaction	2025-09-02										
f)	Place of transaction	1. Outside a trading venue 2. London Stock Exchange (XLON)										

1.	Details of the person discharging managerial responsibilities/person closely associated
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a)	Name	Cristina Diezhandino										
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										
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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>3,398</td></tr><tr><td>2.</td><td>£20.41</td><td>1,602</td></tr></table>			Price(s)	Volume(s)	1.	Nil	3,398	2.	£20.41	1,602
	Price(s)	Volume(s)										
1.	Nil	3,398										
2.	£20.41	1,602										
d)	Aggregated information - Aggregated volume - Price	N/A										
e)	Date of transaction	2025-09-02										
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1.	Details of the person discharging managerial responsibilities/person closely associated											
a)	Name	Cristina Diezhandino										
2.	Reason for the notification											
a)	Position / status	Member of the Executive Committee										
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	Price(s)	Volume(s)										
1.	Nil	3,398										
2.	£20.41	1,601										
d)	Aggregated information - Aggregated volume - Price	N/A										
e)	Date of transaction	2025-09-02										

f)	Place of transaction	1. Outside a trading venue 2. London Stock Exchange (XLON)
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1.	Details of the person discharging managerial responsibilities/person closely associated											
a)	Name	Cristina Diezhandino										
2.	Reason for the notification											
a)	Position / status	Member of the Executive Committee										
b)	Initial notification / amendment	Initial notification										
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a)	Name	Diageo plc										
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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>4,737</td></tr><tr><td>2.</td><td>£20.41</td><td>2,232</td></tr></table>			Price(s)	Volume(s)	1.	Nil	4,737	2.	£20.41	2,232
	Price(s)	Volume(s)										
1.	Nil	4,737										
2.	£20.41	2,232										
d)	Aggregated information - Aggregated volume - Price	N/A										
e)	Date of transaction	2025-09-02										
f)	Place of transaction	1. Outside a trading venue 2. London Stock Exchange (XLON)										

1.	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	Dan Mobley		
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		
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b)	Nature of the transaction	1. Release of award of Ordinary Shares under the Diageo 2014 Long Term Incentive Plan 2. Sale of shares to cover tax liabilities		
c)	Price(s) and volume(s)		Price(s)	Volume(s)
		1.	Nil	3,652
		2.	£20.41	1,721

d)	Aggregated information - Aggregated volume - Price	N/A
e)	Date of transaction	2025-09-02
f)	Place of transaction	1. Outside a trading venue 2. London Stock Exchange (XLON)

1.	Details of the person discharging managerial responsibilities/person closely associated											
a)	Name	Hina Nagarajan										
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										
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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>1,561</td></tr><tr><td>2.</td><td>£20.41</td><td>633</td></tr></table>			Price(s)	Volume(s)	1.	Nil	1,561	2.	£20.41	633
	Price(s)	Volume(s)										
1.	Nil	1,561										
2.	£20.41	633										
d)	Aggregated information - Aggregated volume - Price	N/A										
e)	Date of transaction	2025-09-02										
f)	Place of transaction	1. Outside a trading venue 2. London Stock Exchange (XLON)										

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	Ordinary shares of 28 101/108 pence
	Identification code	GB0002374006

b)	Nature of the transaction	1. Release of award of Ordinary Shares under the Diageo 2014 Long Term Incentive Plan 2. Sale of shares to cover tax liabilities		
c)	Price(s) and volume(s)		Price(s)	Volume(s)
		1.	Nil	3,916
		2.	£20.41	1,846
d)	Aggregated information - Aggregated volume - Price	N/A		
e)	Date of transaction	2025-09-02		
f)	Place of transaction	1. Outside a trading venue 2. London Stock Exchange (XLON)		

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	213800ZVIELEA55JMJ32					
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a)	Description of the financial instrument	Ordinary shares of 28 101/108 pence					
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c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>Nil</td><td>3,754</td></tr></table>		Price(s)	Volume(s)	Nil	3,754
Price(s)	Volume(s)						
Nil	3,754						
d)	Aggregated information - Aggregated volume - Price	N/A					
e)	Date of transaction	2025-09-02					
f)	Place of transaction	Outside a trading venue					

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	213800ZVIELEA55JMJ32						
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a)	Position / status	Member of the Executive Committee					
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c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>Nil</td><td>4,901</td></tr></table>		Price(s)	Volume(s)	Nil	4,901
Price(s)	Volume(s)						
Nil	4,901						
d)	Aggregated information - Aggregated volume - Price	N/A					
e)	Date of transaction	2025-09-02					
f)	Place of transaction	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									
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	Price(s)	Volume(s)									
1.	Nil	3,719									
2.	£20.41	1,753									
d)	Aggregated information - Aggregated volume - Price	N/A									
e)	Date of transaction	2025-09-02									
f)	Place of transaction	1. Outside a trading venue 2. London Stock Exchange (XLON)									

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