RNS Number : 9248X Diageo PLC 03 September 2025

> 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 persor associated	n discharging managerial res	ponsibilities/person closely	
a)	Name	Ewan Andrew		
2.	Reason for the notifi	cation		
a)	Position / status	Member of the Executive Con	nmittee	
b)	Initial notification / amendment	Initial notification		
3.	Details of the issuer, auctioneer or auction		participant, auction platform,	
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		
a)	Description of the financial instrument	Ordinary shares of 28 101/108 pence		
	Identification code	GB0002374006		
b)	Nature of the transaction	Release of award of Ordina Long Term Incentive Plan	ary Shares under the Diageo 2014	
		2. Sale of shares to cover tax	(liabilities	
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
	voidine(3)	1. Nil	3,396	
		2. £20.41	1,703	
d)	Aggregated information	N/A		
	- Aggregated volume - Price			
e)	Date of transaction	2025-09-02		
f)	Place of transaction	Outside a trading venue		
		2. London Stock Exchange (XLON)	

a)	Name	Cristina Diezhandino		
2.	Reason for the notif	or the notification		
a)	Position / status	Member of the Executive C	Member of the Executive Committee	
b)	Initial notification / amendment	Initial notification	Initial notification	
3.	Details of the issuer auctioneer or auction		ket participant, auction platform,	
a)	Name	Diageo plc		
b)	LEI	213800ZVIELEA55JMJ32		
4.	Details of the transa (ii) each type of tran transactions have b	isaction; (iii) each date; an	eated for (i) each type of instrument d (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	Release of award of Ord Long Term Incentive Pla	dinary Shares under the Diageo 2014 an	
		2. Sale of shares to cover	tax liabilities	
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
	wiune(s)	1. Nil	3,398	
		2. £20.41	1,602	
d)	Aggregated information	N/A		
	- Aggregated volume - Price			
e)	Date of transaction	2025-09-02		
f)	Place of transaction	Outside a trading venue	9	
		2. London Stock Exchang	je (XLON)	

1.	Details of the persor associated	n discharging managerial responsibilities/person closely		
a)	Name	Cristina Diezhandino		
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 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	Release of award of Ordinary Shares under the Diageo 2014 Long Term Incentive Plan		
		Sale of shares to cover tax liabilities		
c)	Price(s) and	Price(s) Volume(s)		
	volume(s)	1. Nil 3,398		
		2. £20.41 1,601		
d)	Aggregated information	N/A		
	- Aggregated volume - Price			
e)	Date of transaction	2025-09-02		

ŀ	f)	Place of transaction	Outside a trading venue
			London Stock Exchange (XLON)

1.	Details of the persor associated	n discharging managerial responsibilities/person closely	
a)	Name	Cristina Diezhandino	
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 een conducted	
a)	Description of the financial instrument	Ordinary shares of 28 101/108 pence	
	Identification code	GB0002374006	
b)	Nature of the transaction	Release of award of Ordinary Shares under the Diageo 2014 Long Term Incentive Plan	
		Sale of shares to cover tax liabilities	
c)	Price(s) and volume(s)	Price(s) Volume(s)	
	voiume(s)	1. Nil 4,737	
		2. £20.41 2,232	
d)	Aggregated information	WA	
	- Aggregated volume - Price		
e)	Date of transaction	2025-09-02	
f)	Place of transaction	Outside a trading venue	
		London Stock Exchange (XLON)	

1.	Details of the perso associated	n discharging manageria	al responsibilities/person closely		
a)	Name	Dan Mobley	Dan Mobley		
2.	Reason for the notif	fication			
a)	Position / status	Member of the Executive	e Committee		
b)	Initial notification / amendment	Initial notification			
3.	Details of the issuer auctioneer or auction		arket participant, auction platform,		
a)	Name	Diageo plc			
b)	LEI		213800ZVIELEA55JMJ32		
4.	Details of the transa (ii) each type of traitransactions have b	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 10	01/108 pence		
	Identification code	GB0002374006			
b)	Nature of the transaction	Release of award of C Long Term Incentive I	Release of award of Ordinary Shares under the Diageo 2014 Long Term Incentive Plan		
		2. Sale of shares to cov	2. Sale of shares to cover tax liabilities		
c)	Price(s) and	Price(s)	Volume(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	Outside a trading venue London Stock Exchange (XLON)

1.	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	Hina Nagarajan		
2.	Reason for the notifi	ation		
a)	Position / status	Member of the Executive Comm	ittee	
b)	Initial notification / amendment	Initial notification		
3.	Details of the issuer, auctioneer or auction	emission allowance market pa n monitor	articipant, auction platform,	
a)	Name	Diageo plc		
b)	LEI	213800ZVIELEA55JMJ32		
4.	Details of the transa (ii) each type of tran transactions have be	saction: (iii) each date: and (iv)	for (i) each type of instrument; each place where	
a)	Description of the financial instrument	Ordinary shares of 28 101/108 pence		
	Identification code	GB0002374006		
b)	Nature of the transaction	Release of award of Ordinary Long Term Incentive Plan	Shares under the Diageo 2014	
		2. Sale of shares to cover tax lia	abilities	
c)	Price(s) and volume(s)	Price(s)	/olume(s)	
	voidifie(s)	1. Nil 1	1,561	
		2. £20.41	533	
d)	Aggregated information	N/A		
	- Aggregated volume - Price			
e)	Date of transaction	2025-09-02		
f)	Place of transaction	Outside a trading venue		
		2. London Stock Exchange (XLC	ON)	

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Dayalan Nayager	
2.	Reason for the notif	ication	
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	

1			I
b)	Nature of the transaction	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	Price(s)	Volume(s)
	volume(s)	1. Nil	3,916
		2. £20.41	1,846
d)	Aggregated information	N/A	
	- Aggregated volume - Price		
e)	Date of transaction	2025-09-02	
f)	Place of transaction	Outside a trading venue	е
		2. London Stock Exchanç	ge (XLON)

	Details of the persor	dischargi	ng manageria	ıl resp	consibilities/person closely
1.	accordate				
a)	Name	John O'Ke	John O'Keeffe		
2.	Reason for the notifi	cation			
a)	Position / status	Member of	of the Executive	Com	mittee
b)	Initial notification / amendment	Initial noti	fication		
3.	Details of the issuer, auctioneer or auction		allowance ma	arket	participant, auction platform,
a)	Name	Diageo pl	С		
b)	LEI	213800Z\	/IELEA55JMJ32	2	
4.	Details of the transactions have be	ction(s): se saction; (ii een condu	ection to be re i) each date; a cted	peate and (i	ed for (i) each type of instrument; v) each place where
a)	Description of the financial instrument	Ordinary	shares of 28 10	1/108	pence
	Identification code	GB00023			
b)	Nature of the transaction	Release of Term Ince	of award of Ordi entive Plan	nary S	Shares under the Diageo 2014 Long
c)	Price(s) and volume(s)	Pric	e(s)		Volume(s)
	voidine(s)	Nil			3,754
d)	Aggregated information - Aggregated volume - Price	N/A			
e)	Date of transaction	2025-09-0)2		
f)	Place of transaction	Outside a	a trading venue		

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	John O'Keeffe	
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	

b)	LEI	213800ZVIELEA55JMJ32		
4.	Details of the transa (ii) each type of tran transactions have be	ransaction(s): section to be repeated for (i) each type of instrument; f transaction; (iii) each date; and (iv) each place where ve been conducted		
a)	Description of the financial instrument	Ordinary shares of 28 101/108 pence		
	Identification code	GB0002374006		
b)	Nature of the transaction	Release of award of Ordi Term Incentive Plan	nary Shares under the Diageo 2014 Long	
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		Nil	3,754	
d)	Aggregated information	N/A		
	- Aggregated volume - Price			
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 notifi	tification		
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	213800ZVIELEA55JMJ	32	
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 1	01/108 pence	
	Identification code	GB0002374006		
b)	Nature of the transaction	Release of award of Ordinary Shares under the Diageo 2014 Long Term Incentive Plan		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
	voidine(s)	Nil	4,901	
d)	Aggregated information	N/A		
	- Aggregated volume - Price			
e)	Date of transaction	2025-09-02		
f)	Place of transaction	Outside a trading venue	9	

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	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	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)		
	voidine(s)	1. Nil 3,719		
		2. £20.41 1,753		
d)	Aggregated information	N/A		
	- Aggregated volume - Price			
e)	Date of transaction	2025-09-02		
f)	Place of transaction	Outside a trading venue		
		2. London Stock Exchange (XLON)		

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