

24 March 2020

Diageo Board and Executive announcement

- **Deirdre Mahlan, President Diageo North America, to retire on 30 June 2020**
- **Debra Crew, non-executive director, to step down from Diageo board and appointed President Diageo North America, effective 1 July 2020**

Today, Diageo announces that Deirdre Mahlan, President Diageo North America, will retire on 30 June 2020. Deirdre has had a long and successful career in the industry, firstly at Seagram and then on to Diageo in 2001, where she joined the North America finance team, rising to become Chief Financial Officer of Diageo in 2010, then taking on the role of President Diageo North America in 2015.

Deirdre's successor will be Debra Crew, who will take up the role of President Diageo North America effective from 1 July 2020. Debra has served as a non-executive director on the Diageo board since April 2019 and is stepping down from her non-executive director position, and from the audit, nomination and remuneration committees of the board, with immediate effect.

Debra is the former president and CEO of Reynolds American, Inc., having previously served as president and chief operating officer and president and chief commercial officer of RJ Reynolds. Before joining Reynolds, Debra spent five years at PepsiCo, where she served as president, North America Nutrition; president, PepsiCo Americas Beverages; and president, Western Europe Region. Prior to PepsiCo, she held positions, from 1997 to 2010, with Kraft Foods, Nestlé S.A., and Mars, Inc. Debra is a graduate of the University of Denver, earned an MBA from the University of Chicago, and previously served as an officer in the United States Army.

Deirdre Mahlan, President Diageo North America, commented: *"I am proud and privileged to have enjoyed a long and exciting career in Diageo and its predecessor companies. I have particularly enjoyed my last five years leading the North America business, seeing it grow and prosper, working with my colleagues, in partnership with our key distributors who support and drive our business in this market. It has been an honour to work alongside Ivan and all my colleagues in Diageo over these past 19 years."*

Ivan Menezes, Chief Executive, Diageo commented: *"Diageo North America is a strong business that has been very ably led by Deirdre since 2015. While we are sad to be losing Deirdre, I know that she leaves a great legacy in the North America business and across Diageo. I am very grateful for her exceptional contribution over many years at Diageo and wish her the very best for her retirement."*

I am delighted that Debra has agreed to join us in an executive position to lead the next stage of growth in North America. Debra's extensive experience in consumer businesses will serve Diageo and North America well as we continue to progress on our ambition to become one of the most trusted and respected consumer products companies in the world."

Debra Crew commented: *"I am excited to join the Diageo executive team. I have thoroughly enjoyed my year as a non-executive director of Diageo. This is a unique opportunity to work for a purpose led company with iconic consumer brands, unparalleled global reach and exciting growth prospects. I am looking forward to leading the Diageo North America team to help drive the achievement of our ambition."*

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About Diageo

Diageo is a global leader in beverage alcohol with an outstanding collection of brands across spirits and beer categories. These brands include Johnnie Walker, Crown Royal, J&B, Buchanan's and Windsor whiskies, Smirnoff, Cîroc and Ketel One vodkas, Captain Morgan, Baileys, Don Julio, Tanqueray and Guinness.

Diageo is a global company, and our products are sold in more than 180 countries around the world. The company is listed on both the London Stock Exchange (DGE) and the New York Stock Exchange (DEO). For more information about Diageo, our people, our brands, and performance, visit us at www.diageo.com. Visit Diageo's global responsible drinking resource, www.DRINKiQ.com, for information, initiatives and ways to share best practice.

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