Delivering our Performance Ambition

At the core of our strategy is the flywheel for growth. After several years of strong performance at Diageo, it has a proven track record.

Our six strategic priorities support the achievement of our ambition to be one of the best performing, most trusted and respected consumer products companies in the world. Through these priorities, we deliver the strategic outcomes against which we measure our performance.

- **Engaged people**
  - High-performing and engaged teams, continuous learning, inclusive culture
- **Credibility and trust**
  - Trusted by stakeholders for doing business the right way, from grain to glass
- **Consistent value creation**
  - Top-tier total shareholder returns, increase returns on invested capital
- **Efficient growth**
  - Consistently grow organic net sales, grow operating profit, deliver strong free cash flow
- **Pioneer grain-to-glass sustainability**
  - Champion inclusion and diversity
  - Sustain quality growth
- **Embed everyday efficiency**
  - Everyday efficiency creates the fuel that allows us to invest smartly and sustain quality growth.

**Sustain quality growth**
Creating sustainable and consistent quality growth is at the heart of our ambition to be one of the best performing consumer products companies. It means delivering consistent net sales and margin growth as well as top-tier shareholder returns.

**Embed everyday efficiency**
Everyday efficiency creates the fuel that allows us to invest smartly and sustain quality growth. At its heart, everyday efficiency is a mindset and a culture, which everyone in Diageo is encouraged to bring into their daily work.

**Invest smartly**
We are investing in the future success of our business — but that investment needs to be smart to support the delivery of consistent performance and enable sustainable, quality growth.

**Promote positive drinking**
We are determined to change the way the world drinks for the better. We will promote moderation and continue to invest in education programmes around the world to help reduce the harmful use of alcohol. As we reach more people with our programmes, we will change attitudes on underage drinking, drink driving and binge drinking.

**Champion inclusion and diversity**
We believe that everybody should be able to thrive in an environment that values their contribution and celebrates what makes them unique. Across Diageo, we champion inclusion and diversity, from how we attract, recruit and develop our teams, to representation in our supply chain, the ways we portray the richness of society across our brands and our work to make a positive difference in our communities.

Find out more about our performance against all our ‘Society 2030: Spirit of Progress’ ESG action plan on pages 57-87.