

Tuesday 30th July: for immediate release

DIAGEO TO MOVE HQ INTO THE HEART OF LONDON'S HOSPITALITY SECTOR

- **Move will bring all of Diageo's London-based operations under one roof for the first time in a more efficient, cutting-edge workspace**
- **Relocation will put the world's leading premium drinks company in Soho, closer to the consumers of its iconic brands**

IMMEDIATE RELEASE: Diageo has today announced that it will be moving its global headquarters from its current building in Park Royal, NW10, to a new central London home, 16 Great Marlborough Street, W1.

The move will take place in the Spring of 2021, as the company enters the final stages of its current lease in Park Royal. All 900 employees across Diageo's London-based operations¹ will come together in the new location, bringing teams closer to the consumers that enjoy the company's iconic brands.

The move provides the opportunity for the world's leading premium drinks company to create an agile, world-leading working environment for all its London-based employees and reduce its combined 200,000 square feet of office space to a more efficient 105,000 square foot building.

The new building will undergo a complete refurbishment and in keeping with the company's ambition to become one of the most inclusive employers in the world, Diageo's employees will be involved in the design of their new workspace, blending the latest in smart-working technology into an environment supportive of better collaboration for teams and partners.

The new headquarters will also provide an immersive customer collaboration centre and brand experience, showcasing the best of the off and on-trade and the creation of some of the company's iconic brands. A dedicated retail experience will also be open to the public, enabling consumers to purchase Diageo's world-leading brands.

Mairéad Nayager, Chief HR Officer at Diageo said: *"We are excited to be bringing our people together at last under one roof and closer to our consumers. We intend to create a world-leading workspace for them, designed to meet the needs of Diageo today and in the future. Our new headquarters will provide the most inclusive of working environments for all of our people and enable us to retain and attract the best talent in the future."*²

Diageo was advised by JLL. Lazari Investments Limited, the new landlord, was advised by Knight Frank and CBRE.

****ENDS****

¹ See Notes to Editors for detail

² See Notes to Editors for detail

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NOTES TO EDITORS

- Diageo's London-based operations are currently at: the present HQ building in Park Royal, NW10; a central London office at 12 Golden Square; 61 St James's Street; and Diageo's Customer Collaboration Centre also in NW10.
- For an example of inclusive employment policies at Diageo see: <https://www.diageo.com/en/news-and-media/features/diageo-starts-global-roll-out-of-ambitious-maternity-and-paternity-leave-policy/>
- For more information about working at Diageo: <https://www.diageo.com/en/careers/working-at-diageo/>

DIAGEO

Diageo is the world's leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, beer and wine. These brands include Johnnie Walker, Crown Royal, J&B, Buchanan's and Windsor whiskies, Smirnoff, Cîroc and Ketel One vodkas, Baileys, Captain Morgan, Tanqueray and Guinness.

Diageo is a global company, with its products sold in more than 180 countries around the world. The company is listed on both the New York Stock Exchange (DEO) and the London Stock Exchange (DGE). For more information about Diageo, its people, brands, and performance, visit us at [Diageo.com](https://www.diageo.com). For our global resource that promotes responsible drinking through the sharing of best practice tools, information and initiatives, visit [DRINKiQ.com](https://www.drinkiq.com).

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