

DIAGEO STRENGTHENS LEADERSHIP IN NORTH AMERICA

- **DIAGEO APPOINTS SALLY GRIMES AS CHIEF EXECUTIVE OFFICER, DIAGEO NORTH AMERICA**
- **CLAUDIA SCHUBERT APPOINTED PRESIDENT & CHIEF OPERATING OFFICER, DIAGEO NORTH AMERICA**

21 September 2023: Today, Diageo has announced the appointment of Sally Grimes as Chief Executive Officer, North America, and Claudia Schubert as President & Chief Operating Officer, North America, effective 1 October 2023.

North America is Diageo's largest market and since fiscal 19, has grown 41%, in terms of net sales on a constant basis. Diageo is investing behind the further growth opportunity that the market presents including in its brands, portfolio and in its talent.

With over 25 years' experience in the food and beverage sector, Sally is a proven leader in consumer goods and is well-known as a world class innovator and brand builder. She has a passion for developing a winning culture and is a dedicated champion of inclusion and diversity. Sally was most recently the Chief Executive Officer at Clif Bar & Company, the leading maker of organic energy bars in North America. There she successfully led the development of a 10-year strategic growth plan before the sale of the company to Mondelez International.

Previously, as Group President of the Prepared Foods segment of Tyson Foods, America's largest food company, Sally ran a \$10bn, 25,000-person organisation, reporting into the Global CEO. Sally's early career began in banking, followed by multiple positions within large consumer goods companies, from Kraft Foods to Newell Brands.

Highlights of Sally's industry recognition include Fast Company's "Top 100 Most Creative People in Business" and Fortune's "Most Powerful Women to Watch." Sally will report to Debra Crew, Chief Executive and will join the Diageo Executive Committee. Sally is an experienced non-executive director, having worked on a number of boards.

Claudia Schubert is appointed to President & Chief Operating Officer, North America and will report into Sally Grimes. Claudia has over 20 years of total beverage alcohol experiences and brings a proven strategic, performance and operations track record into this role. Over the last few years in North America, she successfully led the US Spirits business through the disruption of Covid delivering significant growth, has managed the explosive rise of our tequila business and integrated several acquisitions. She has shaped and executed growth strategies in general management, commercial and marketing roles across North America, Europe and the Middle East and has been a Board member of Distill Ventures. She is known for her trusted relationships across the industry as well as building high-performing teams and her strong commitment to delivering Diageo's Society 2030 goals.

Debra Crew, Chief Executive, commented: *"Sally's appointment further strengthens our world class executive team at Diageo. Sally brings a significant depth of experience in the consumer goods sector in North America and has a proven ability to drive substantial growth in businesses. I'm confident that with these appointments, we are set up to win at pace in North America."*

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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 and Buchanan's 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. Celebrating life, every day, everywhere.

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