

DIAGEO

WHO WE ARE

The *perfect* blend
of *people* and *brands*



Who *we* are

With over 200 *brands* sold in more than 180 *countries*, we are driven to be the world's best brand builder, leading the way in premium drinks.





Our *ambition*

Our *ambition* is to create one of the *best performing, most trusted* and *respected* consumer products companies in the world.



We are *building* and *nurturing* some of the world's most *iconic* brands.

We've always been rooted in culture and local communities, which is why we're focused on creating an inclusive, sustainable business in its widest sense.

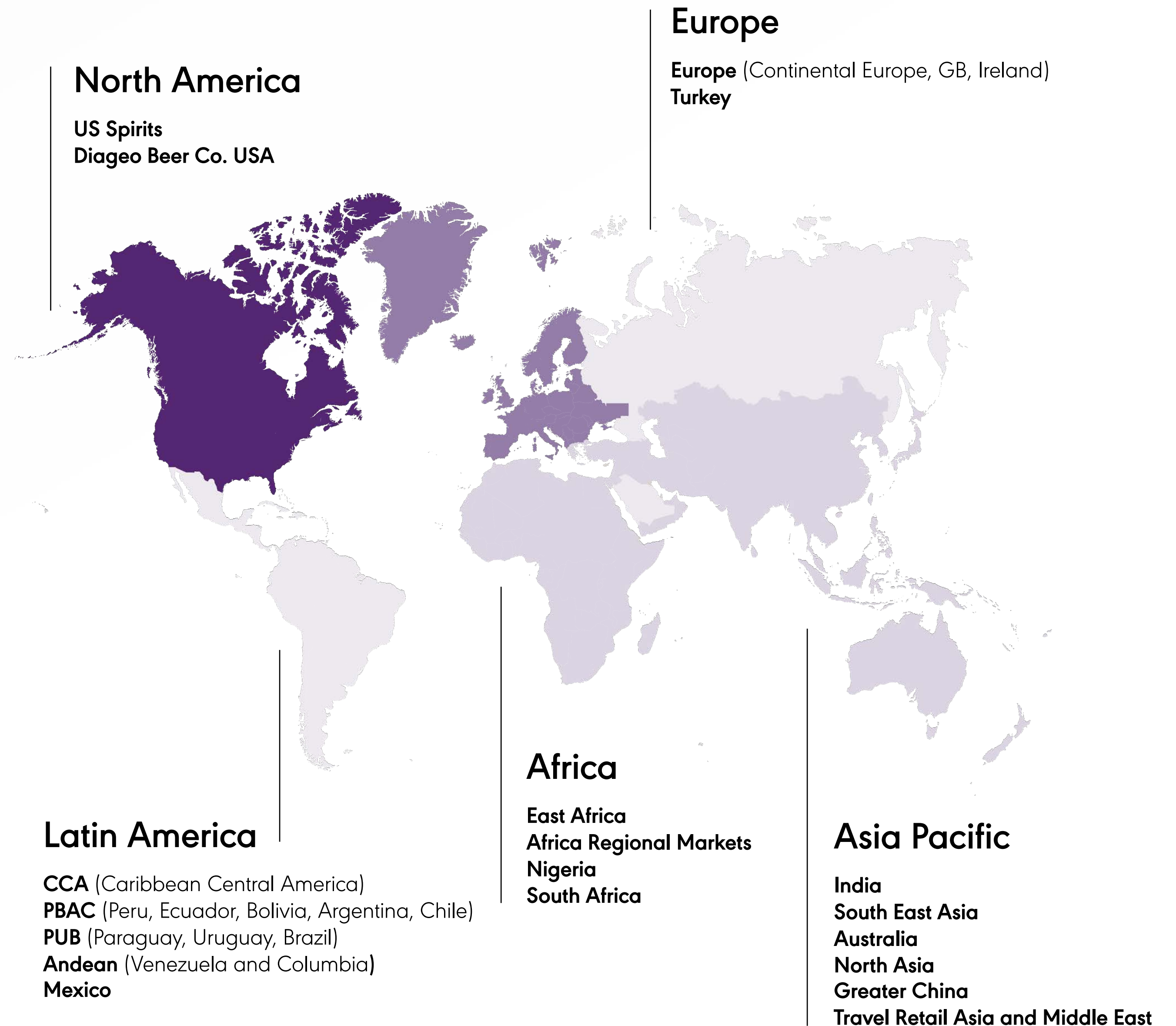


Our *footprint*

Today, we are one of the world's *leading* companies. A business tuned to respond to the needs of all of our *stakeholders* and *society* at large.

180+ Countries
138 Production sites
27,000+ People

Arthur Guinness, Charles Tanqueray, Elizabeth Cumming, John Walker and those that followed in their footsteps, were incredible innovators and entrepreneurs. They understood, as we do today, that our distilleries, breweries and the hospitality industry we serve are at the heart of local communities and that our business will only thrive if it helps these communities prosper too.



Our *portfolio*

Our *portfolio* spans the spectrum of tastes and occasions, moving at pace with the latest trends. From much-loved, *established* brands to the *latest innovations*, we provide products, tastes and experiences for people to enjoy as part of celebrations big or small.



A selection of our
portfolio



The world's *best-selling*
scotch whisky brand



Tanqueray

The world's *most*
celebrated gin



Smirnoff

The world's *best-selling*
premium distilled vodka



GUINNESS

The *iconic* and
world-leading stout



The world's *best-selling*
cream liqueur

A selection of our
portfolio



Expertly *blended* and patiently
aged Canadian whisky



The world's first
luxury tequila



CÎROC.
The *modern luxury* vodka,
made from fine French grapes



A Scotch whisky brand built on
a rich family history since 1884

A selection of our
portfolio



Small batch, *ultra-premium* tequila made from the finest *hand-selected* 100% Blue Weber agaves



The original result of blending 42 of the *best whiskies* produced by Scotland



Captain Morgan

A premium spirit brand made with the *finest Caribbean rums*



A truly exceptional *super-premium* vodka

Brand *building*

Global or local, every one of our brands has a story. Many bear witness to the changing world over centuries, while others are products of our world today. All have a unique purpose and role to play in creating enduring *connections with people*.



While we honour the past, we are passionate about nurturing categories old and new, and building authentically crafted, culturally relevant brands.

We are obsessed with building brands that will stand the test of time. This requires focus, precision and investment in what we like to call a perfect blend of 'creativity with precision'. This describes how we effectively combine data, insights and innovation with the creative flair our consumers expect from the custodian of some of the most iconic brands in the world.

We are *obsessed* with building brands that will stand the *test of time*.



Roots and *heritage*

Our business was built by some of the most *pioneering entrepreneurs* the world has ever seen, including John and Alexander Walker, Elizabeth Cumming, Charles Tanqueray and Arthur Guinness.

Undaunted by the status quo,
they pushed *further*, aimed
higher and continually *strived*
to be the *best* they could be.



With the help of their talented teams,
they established the distilleries,
breweries and brands that remain
at the heart of communities to
this day. Many leaders have since
followed in their footsteps; always
pushing for progress and innovation,
while upholding craft, heritage and
authenticity, driving Diageo on to
become one of the world's best
brand builders.

Clockwise from top left:
Arthur Guinness
John Walker
Elizabeth Cumming (Cardhu)
Charles Tanqueray



Purpose, *culture* and *values*

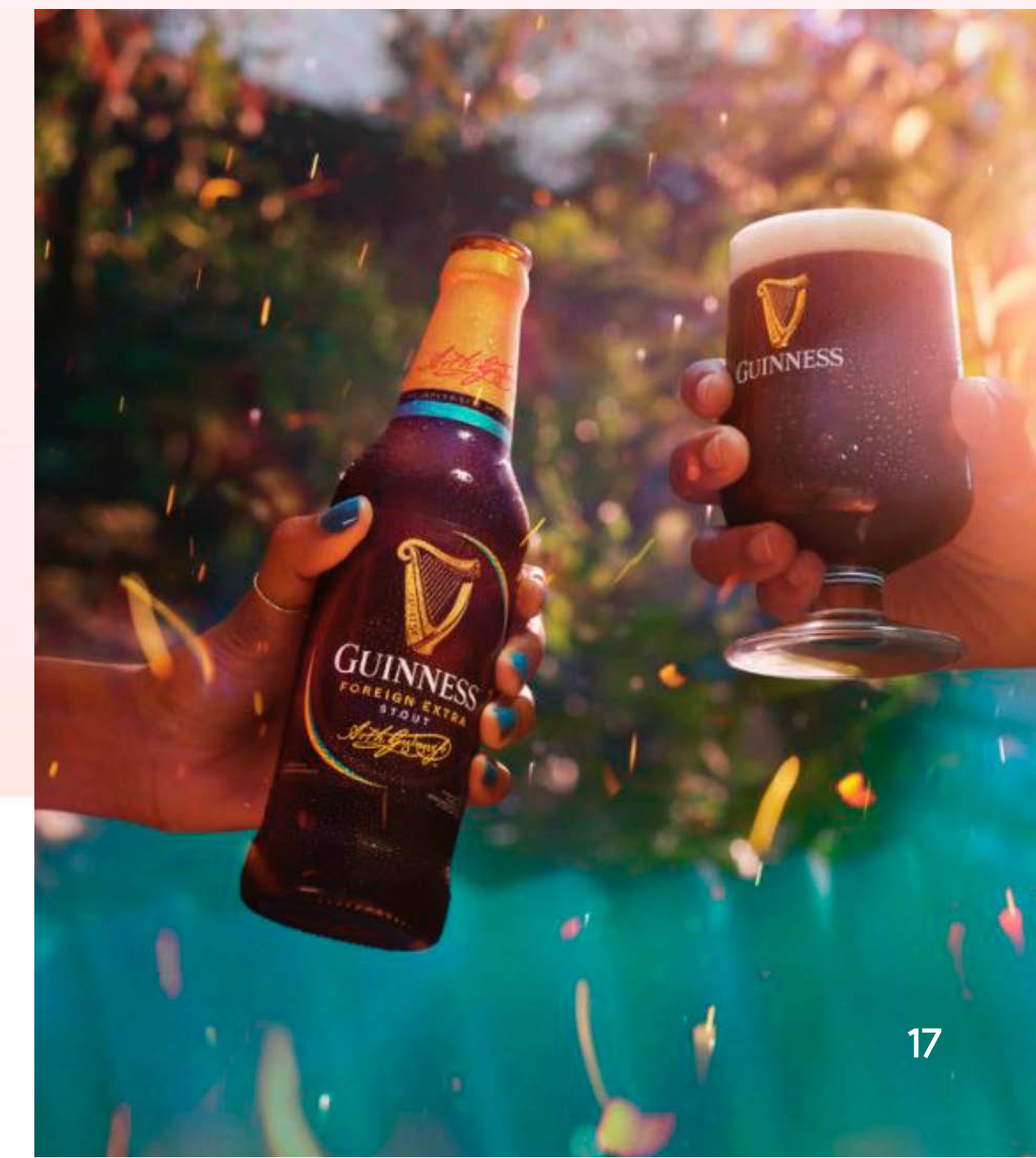
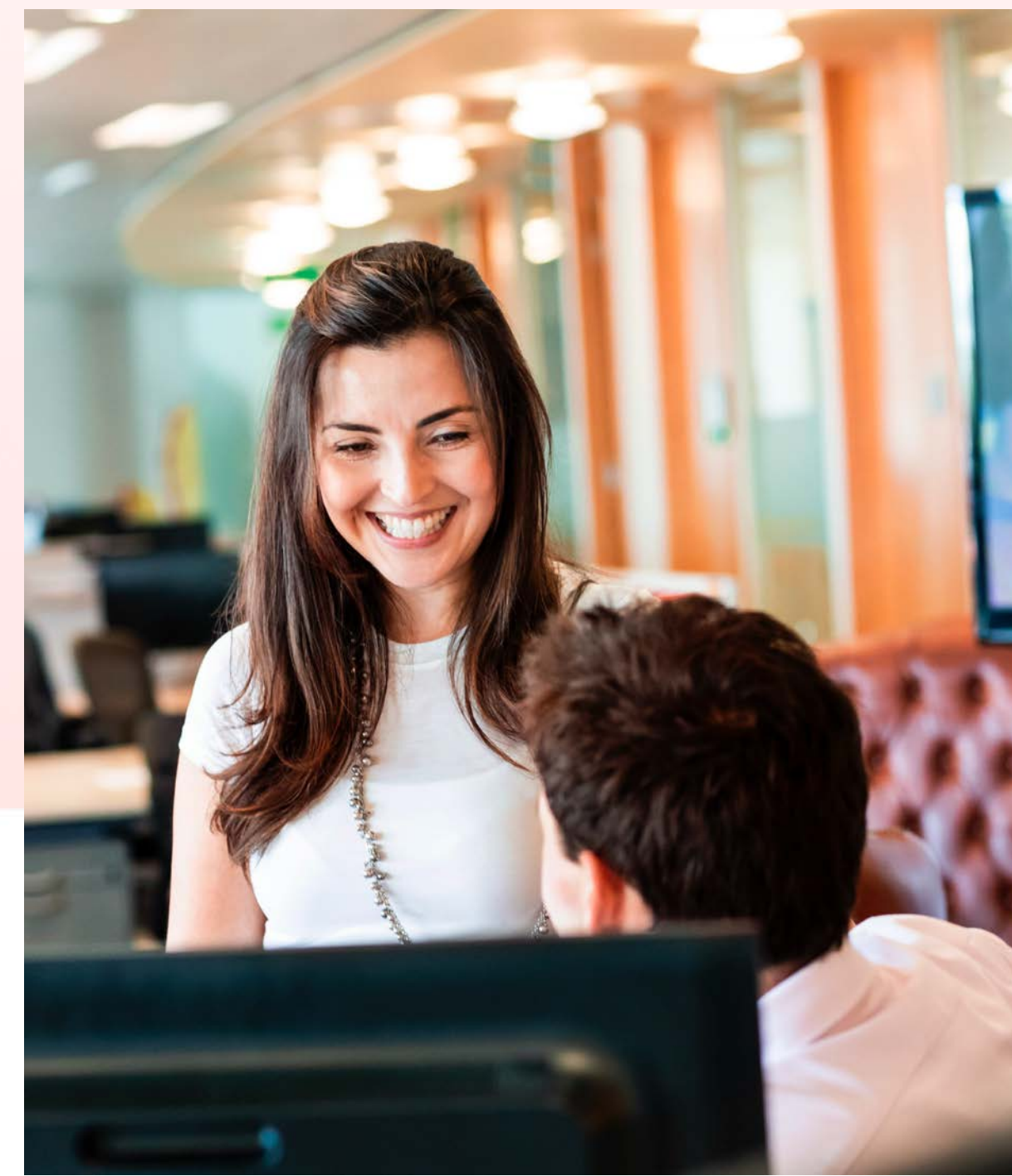
Celebrating life, every day, everywhere.

Our accessible purpose provides a platform for us to be the best we can be at work, at home and in our communities – it's about *celebrating life* in its broadest sense.

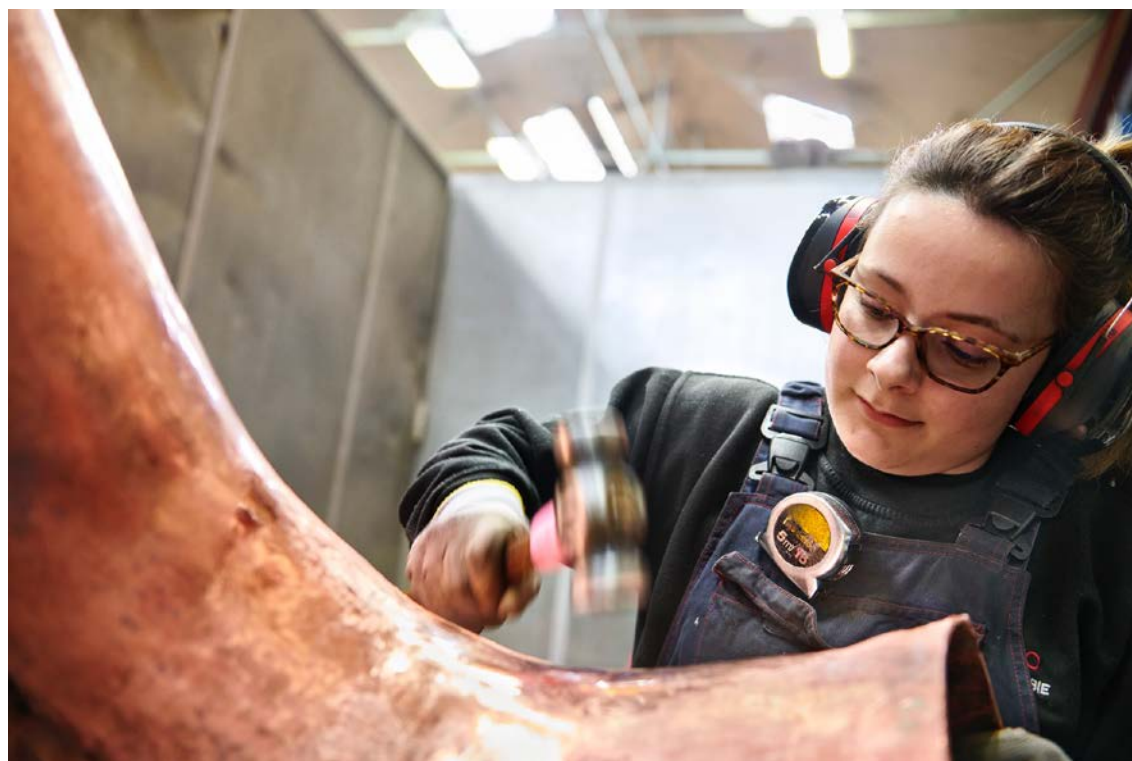
Celebrating life, every day, everywhere

Our purpose goes hand in hand with performance
– never one without the other.

Our culture is rooted in a deep sense of our purpose,
the personal connections we have to our brands, our
relationships with each other and our passion to win
in the marketplace.



Our values underpin our business and guide how we work. We are *passionate about our customers and consumers* and want to *be the best*. We give each other the *freedom to succeed* and *value each other*. Pride is a source of energy for our company and we work hard so we can be *proud of what we do*.



Society 2030: *Spirit of Progress*

Today, we are building on a successful track record of ESG progress and have already made great strides in recent years. 'Society 2030: *Spirit of Progress*' is our 10-year action plan to help create a more inclusive and sustainable world.



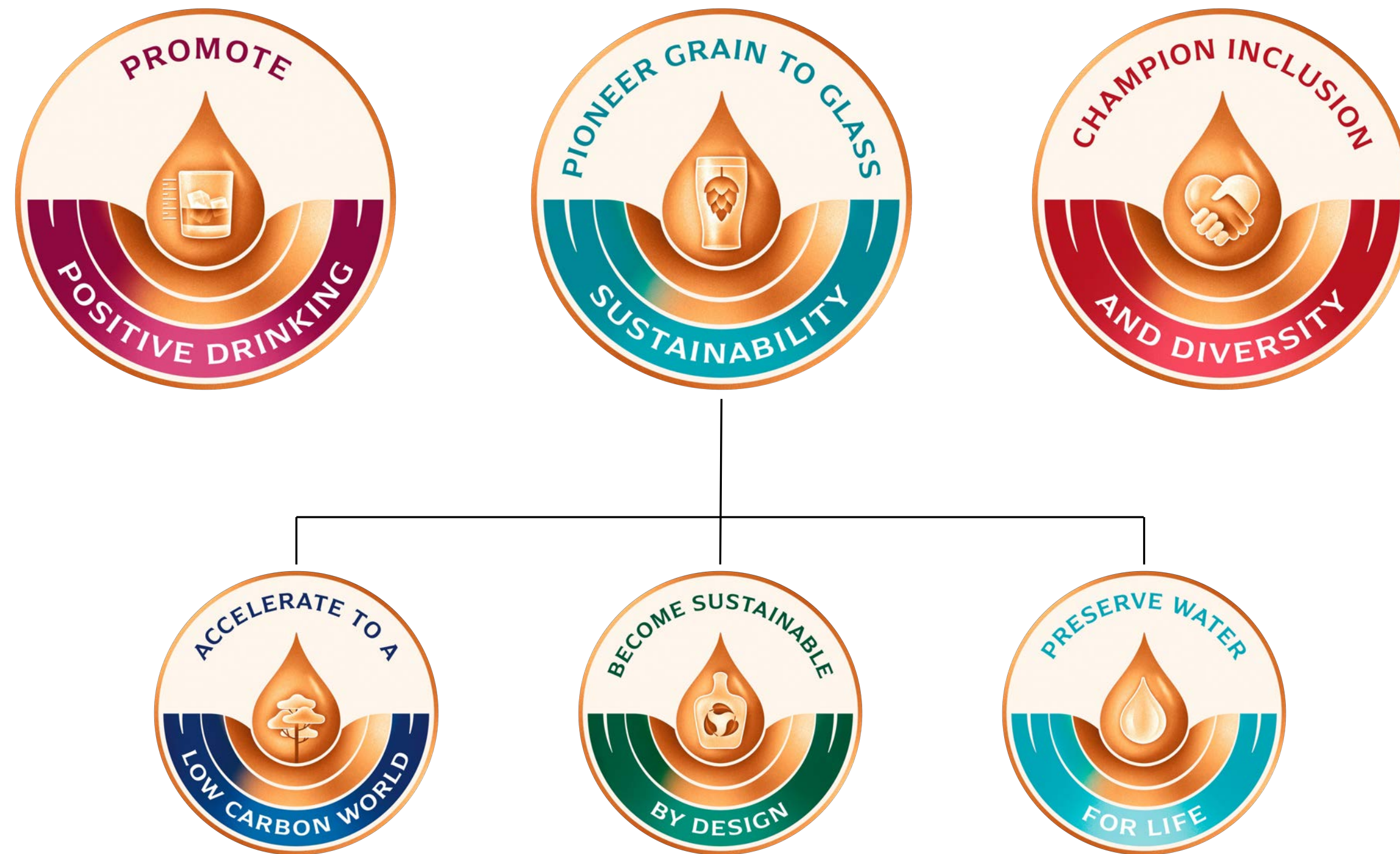
Celebrating life also means owning our responsibilities from grain-to-glass.

We're proactive and passionate about creating a positive role for alcohol in society. And we lead from the front, with forward-thinking initiatives to help improve people's livelihoods and our impact on the environment.

At the core of our approach is a commitment to positive drinking through promoting moderation and addressing the harmful use of alcohol: doing so is good for consumers and good for business.



We take great care in building *sustainable* supply chains.



Society 2030 *Spirit of Progress* pillars



Building sustainable supply chains is essential; in protecting the environment and the natural resources we all rely on; and in our commitment to skills development, empowerment, inclusion and diversity.

Our goals are built on the most material issues affecting our business and the opportunities we see, based on what we have learned through the delivery of our previous targets.



From our people to our brands and the way we promote our category, we will *leverage the full breadth and reach* of Diageo to shape market-leading policies and practices.



We will promote a positive role for alcohol; champion inclusion and diversity; preserve the natural resources on which our long-term success depends; and make a positive contribution to the communities in which we live, work, source and sell.

Find out more about our goals and the work we are doing on [diageo.com](https://www.diageo.com)

DIAGEO

Celebrating life, every day, everywhere

