

DIAGEO

Diageo plc (the "Company")

Important Shareholder Information

1. We have changed Share Registrar

On 9 July 2018, the Company changed its Share Registrar to Link Asset Services. Below are the new contact details for all share related issues.



0371 277 1010



diageo@linkgroup.co.uk



Diageo Registrar, PO Box 521,
Darlington DL1 9XS

2. Dividend reinvestment plan (DRIP)

Following the change of Share Registrar to Link Asset Services, the administration of DRIP has been moved to Link Asset Services.

If you are an existing DRIP participant and would like to continue to participate in DRIP, please ensure that you make your election on or before 13 September 2018, the DRIP notice date for the 2018 final dividend.

If you would like to participate in DRIP, please apply online at www.diageoregistrars.com. Full information on DRIP can be found on www.diageoregistrars.com.

3. Changes to dividend payment mechanism

With the significant focus on payment methods for dividends in recent years in terms of efficiency, cost and security, the Company has taken measures by proposing a change in its articles of association to ensure that it has access to the most relevant and secure payment mechanisms.

If approved at the 2018 AGM and starting with the 2019 final dividend, the Company intends to stop dividend payments by cheque and instead credit all dividends directly into shareholders' registered bank accounts. Further details will be sent to shareholders at the appropriate time.

4. Shareholder privacy notice

To comply with the requirements of the EU General Data Protection Regulation which came into effect on 25 May 2018, the Shareholder Privacy Notice has been updated and includes information on how your personal data is used in connection with your shareholding. Please visit www.diageoregistrars.com for more details.