

DIAGEO

PRELIMINARY RESULTS FAST FACTS

(YEAR ENDED 30 JUNE 2015)

1BN

Over the next decade 1 billion new consumers will have the income to be able to afford international spirits brands and 800 million consumers will be able to afford luxury brands

£90M

We increased the number of outlets covered by 30% which contributed roughly £90million sales. We now cover nearly 80,000 more outlets

8%

We are the market leader in luxury spirits with 8% net sales growth of our reserve brands globally

£500M

Year one innovations alone generated over £500 million worth of sales

12%

CROWN ROYAL REGAL APPLE, WAS THE TOP SELLING INNOVATION IN THE US THIS YEAR, DRIVING 12% GROWTH FOR THE TRADEMARK
SOURCE: NIELSEN



THE BREWERS PROJECT



INNOVATION NET SALES UP 30% IN EUROPE DRIVEN BY SUCCESSES SUCH AS 'THE BREWERS PROJECT' WHICH HELPED GUINNESS BACK TO GROWTH IN GREAT BRITAIN AND IRELAND



OUR ROUTE TO CONSUMER INVESTMENTS IN EUROPE ADDED 30% MORE SALES PEOPLE AND LED TO 60% MORE OUTLETS COVERED

UNITED SPIRITS

A DIAGEO Group Company

WE FULLY CONSOLIDATED THE USL BUSINESS, ADDING £921M OF REPORTED NET SALES AND £53M OF OPERATING PROFIT



36%

BULLEIT - THE FASTEST GROWING UNFLAVOURED NORTH AMERICAN WHISKEY - DROVE ONE THIRD OF CATEGORY GROWTH, NET SALES UP 36%

3%

GUINNESS BLONDE AMERICAN LAGER LAUNCHED IN THE US AND HELPED NET SALES GROWTH OF 3% FOR GUINNESS



\$400M

ACQUIRED THE REMAINING 50% OF TEQUILA DON JULIO AND ANNOUNCED A TOTAL PLANNED INVESTMENT OF \$400 MILLION IN MEXICO



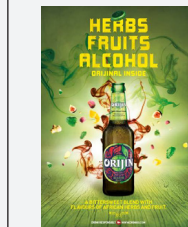
22%

LAUNCH OF BAILEYS COFFEE AND DULCE DE LECHE FLAVOURS CONTRIBUTED TO A 22% INCREASE IN BAILEYS NET SALES IN COLOMBIA



6%

IN THE PUB (PARAGUAY, URUGUAY, BRAZIL) MARKET SMIRNOFF GREW ITS LEADERSHIP POSITION IN VODKA, GROWING NET SALES 6% DRIVEN BY PRICE INCREASES AND THE LAUNCH OF SMIRNOFF PEACH

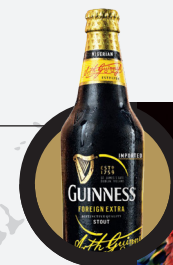


NIGERIA DELIVERED 13% VOLUME GROWTH DRIVEN PRIMARILY BY THE NATIONAL ROLL OUT OF ORJIN



2M

IN SOUTH AFRICA SPIRITS GREW 8% HELPED BY A STRONG PERFORMANCE OF SMIRNOFF 1818, NOW A 2M CASE BRAND, UP 27% NET SALES



BLACK IS NOT A COLOUR

THIS YEAR WE LAUNCHED OUR NEW 'MADE OF BLACK' CAMPAIGN IN AFRICA TO CAPTURE THE NEXT GENERATION OF GUINNESS CONSUMERS. BEER WAS UP 8% NET SALES IN THE REGION

30%

RESERVE SALES UP 30% IN ASIA, LED BY MALTS, WITH PARTICULARLY STRONG PERFORMANCE FROM THE SINGLETON AND MORTLACH



26%

IN MAINLAND CHINA NET SALES UP 26% HELPED BY A STRONG PERFORMANCE FROM SHUI JING FANG

