

HALF YEAR FAST FACTS

(SIX MONTHS ENDED 31 DECEMBER 2014)

DIAGEO

US Hispanic buying power

is expected to reach \$1.5tn in 2015 (from \$1tn in 2010)

Source: Nielsen



Guinness innovations, Dublin Porter & West Indies Porter

(The Brewers Project) launched in Great Britain and Ireland. Guinness Blonde American Lager launched the US



Spain is Tanqueray's second largest market and the brand grew 24% this half in the country



Ciroc Pineapple launched in the US and drove a

28% increase

in Ciroc's net sales in the US (27% globally)

Bulleit Bourbon

continues to fly, leading the way in American whiskey with sales up 59% in the US (57% globally)

Our reserve business net sales were up 50% in Great Britain driven by innovations including Haig Club and Ciroc Amaretto



We launched Haig Club in partnership with David Beckham, and in China we auctioned the world's #1 and #100 bottles via online retailer Tmall



Net sales of our ready to drink brands were up 19%

in our Paraguay Uruguay Brazil market following the launch of the new Smirnoff Ice Green Apple innovation



In Greater China, international brands represent 81% of Diageo's net sales with Taiwan contributing half of this. Baijiu accounts for the remaining 19%

The Number of Legal Purchasing Age consumers is increasing by 57m each year in Asia Pacific, mostly driven by China and India
Source: Diageo internal



We have strengthened our position in the growing super and ultra premium segments of the tequila category with the acquisition of 100% of Don Julio



Population growth in Africa is higher than any other continent, currently forecast to double by 2050 (1.1bn to 2.2bn)

Source: EY 2014 Africa Attractiveness Report

In Nigeria, Orijin, an innovation at a mainstream beer price point, performed strongly with the creation of a new brewery line



UNITED SPIRITS

Sales agency agreement between Diageo and its Indian listed subsidiary, USL, across 64,000 outlets in India was approved. Diageo now owns a controlling 54.78% of USL

10 million

additional Legal Purchasing Age consumers will enter the Latin American market per year over the next five years
Source: Diageo internal



Net sales growth in vodka in Brazil was driven by Smirnoff which launched its first national campaign '#cheerstoreallife' (#umbrindeavidareal)

Spirits net sales were up 19%

across Africa with double-digit growth in every market



South Africa

is now our fifth biggest market by volume and our share of the total spirits market now represents 38%

SUSTAINABILITY AND RESPONSIBILITY

Our long term performance ambition is to create one of the best performing, most trusted and respected consumer products companies in the world. In December Diageo launched new ambitious sustainability and responsibility targets for 2020. These include:

- Create one million responsible drinking ambassadors
- Locally source 80% of raw materials in Africa, supporting local farmers and economies
- Safely return 100% of waste water

