

	Gains/ (losses) \$ million
Translation impact	(37)
Transaction impact	29
Operating profit before exceptional items	(8)
Net finance charges – translation impact	22
Net finance charges – transaction impact	(24)
Net finance charges	(2)
Associates – translation impact	15
Profit before exceptional items and taxation	5

(1) For more information about Finance income and charges please see page 252-253.

	Year ended 30 June 2024	Year ended 30 June 2023
Exchange rates		
Translation \$1 =	£0.80	£0.83
Transaction \$1 =	£0.82	£0.77
Translation \$1 =	€0.93	€0.96

Business review (continued)

(b) Acquisitions and disposals

The acquisitions and disposals movement in the year ended 30 June 2024 was primarily attributable to Rum and to the disposal of Windsor Global Co., Ltd. and Guinness Cameroun S.A.

See pages 229-231 for further details.

(c) Exceptional items

In the year ended 30 June 2024 exceptional operating items were a loss of \$766 million, mainly due to the reversal of the Shui Jing Fang brand impairment (a gain of \$379 million) partially offset by an impairment charge on the Chase brand and goodwill and tangible fixed assets (a charge of \$101 million), an impairment charge on the US ready to drink portfolio of \$4 million, a provision for a dispute and litigation matters (a charge of \$107 million) and a supply chain agility programme charge of \$1 million. In the year ended 30 June 2023, exceptional operating items were a gain of \$766 million, mainly due to charges related to brand impairment (\$613 million) and the supply chain agility programme (\$153 million).

In the year ended 30 June 2024 exceptional non-operating items were a gain of \$364 million, mainly driven by the loss on the sale of the Windsor Global Co., Ltd. In the year ended 30 June 2023, exceptional non-operating items were a gain of \$364 million, mainly driven by the gain in relation to the sale of Guinness Cameroun S.A.

See pages 260-264 for further details.

(d) Fair value remeasurement

The adjustment to cost of sales reflects the elimination of fair value changes for biological assets of \$16 million loss for the year ended 30 June 2024 (\$nil). The adjustments to marketing and other operating expenses reflect the elimination of fair value changes to contingent consideration liabilities and earn-out arrangements of \$155 million gain for the year ended 30 June 2024 (\$153 million gain).

(e) Taxation

The reported tax rate before exceptional items for the year ended 30 June 2024 was 23.7% compared with 20.6% for the year ended 30 June 2023.

Included in the tax charge of \$294 million for the year ended 30 June 2024 net exceptional tax credits of \$24 million including an exceptional tax credit of \$15 million in relation to the reversal of the Shui Jing Fang brand impairment charge and a tax credit of \$9 million in respect of the Chase brand impairment and the related tangible fixed assets. In the year ended 30 June 2023, net exceptional tax credits of \$226 million including an exceptional tax credit of \$15 million in respect of brand impairments, mainly the McDowell's brand, and a tax credit of \$211 million in respect of the deductibility of fees paid to Diageo plc for guaranteeing externally issued debt of \$27 million in respect of the supply chain agility programme, partly offset by a tax charge of \$50 million in respect of the sale of Guinness Cameroun S.A.

Included in the tax charge of \$294 million for the year ended 30 June 2024 net exceptional tax credits of \$24 million including an exceptional tax credit of \$15 million in respect of brand impairments, mainly the McDowell's brand, and a tax credit of \$211 million in respect of the deductibility of fees paid to Diageo plc for guaranteeing externally issued debt of \$27 million in respect of the supply chain agility programme, partly offset by a tax charge of \$50 million in respect of the sale of Guinness Cameroun S.A.

The tax rate before exceptional items for the year ended 30 June 2024 was 23.7% compared with 20.6% for the year ended 30 June 2023.

We expect the tax rate before exceptional items for the year ending 30 June 2025 to be in the region of 20%.

(f) Dividend

The group aims to increase the dividend each year. The decision in respect of the dividend is made by the shareholders, as well as current performance trends, including sales and profit after tax together with cash cover (the ratio of basic earnings per share before exceptional items to dividends). The recommended dividend for the year ended 30 June 2024 was 1.8 pence per share, an increase of 2.2% on the 1.75 pence per share recommended for the year ended 30 June 2023. The recommended final dividend for 2024 will be put to the shareholders for approval at the Annual General Meeting in November 2024. The prior year final dividend of 1.75 pence per share would bring the recommended full year dividend to 1.8 pence per share, an increase of 2.2% on the prior year. The group will keep future returns of paying dividends, under review through 30 June 2025, to ensure Diageo's capital is allocated in the best way to maximise value for the business and its stakeholders.

Subject to approval by shareholders, the final dividend will be paid to holders of ordinary shares on 15 November 2024.

Business review (continued)

30 August 2. The ex-dividend date is 29 August 2 for holders of ordinary shares and 30 August 2 for US ADR holders. Holders of ordinary shares will receive their dividends in sterling unless they elect to receive them in US dollars on or before 20 September 2024. The dividend per share in pence to be paid to ordinary shareholders will be determined by the actual foreign exchange rates achieved by Diageo buying forward contracts into during the three days preceding the announcement. The final dividend, once approved by shareholders of ordinary shares and 17 October 2024. A dividend reinvestment plan is available to holders of ordinary shares in respect of the final dividend and the 20 September 2024 is

(g) Return of capital

Diageo completed a total of \$1.0 billion return of capital during the year ended 30 June 2024. This completion of Diageo's previous return of capital programme that ended on 2 June 2023, in which \$0.5 billion (or £0.5 billion on 26 January 2023) was returned to shareholders.

In the year ended 30 June 2024, the company purchased ordinary shares \$208 million at a cost of \$16 million (2023: \$1,673 million including transaction costs of \$16 million). All shares purchased under the buyback programme were cancelled.

Business review (continued)

Movements in net borrowings and equity

Movements in net borrowings	2024	2023
	\$ million	re-presented \$ million
Net borrowings at the beginning of the year	(19,582)	(17,107)
Free cash flow (2)	2,609	2,235
Movements in loans and other investments	(47)	(68)
Acquisitions (3)	(6)	(404)
Investment in associates (3)	(133)	(112)
Sale of businesses and brands (4)	87	559
Share buyback programme (5)	(987)	(1,673)
Net sale of own shares for share schemes (6)	21	36
Purchase of treasury shares in respect of subsidiaries	(10)	—
Dividend paid to non-controlling interests	(117)	(117)

Net movements in bonds (7)	558	887
Purchase of shares of non-controlling interests (8)	(223)	(178)
Net movements in other borrowings (9)	(106)	69
Equity dividend paid	(2,242)	(2,065)
Net decrease in cash and cash equivalents	(596)	(831)
Net increase in bonds and other borrowings	(453)	(958)
Exchange differences (10)	(199)	(646)
Other non-cash items	(187)	(40)
Net borrowings at the end of the year	(21,017)	(19,582)

(1) See pag 238-240 for an explanation under Accounting information and policies.

(2) See pag 316 for the analysis of free cash flow.

(3) In the year ended 30 June 2024, the group issued \$1,700 million (\$1,690 million - net of discount and fee) consisting of \$800 million 5.375% fixed rate notes due 2026, \$900 million 5.625% floating rate notes due 2026 and \$500 million 5.625% floating rate notes due 2028. In the year ended 30 June 2023, the group issued bonds of \$2,000 million (\$1,989 million - net of discount and fee) consisting of \$500 million 5.2% fixed rate notes due 2025, \$750 million 5.3% fixed rate notes due 2026, \$500 million 5.3% fixed rate notes due 2027 and \$250 million 5.3% fixed rate notes due 2028.

In the years ended 30 June 2024 and 2023, investment in associates included additional investments in associates.

(4) In the year ended 30 June 2024, sale of businesses and brands included a net cash consideration of \$1 million for the disposal of Windsor Global Co., Ltd. In the year ended 30 June 2023, sale of business included a net cash consideration of \$1 million for the disposal of Guinness Cameroun S.A. beer business for a net cash consideration, net of disposal cost of the Popular brands of Diageo's USL business, for a cash consideration, net of disposal costs, of \$1 million.

(5) See pag 65 and 298 for details of Diageo's return of capital programmes.

(6) Net sale of own shares comprised receipts from employees on the share purchase plan of \$27 million less purchase of own shares for the future settlement of obligations under the share purchase plan of \$27 million.

(7) In the year ended 30 June 2024, the group issued \$1,700 million (\$1,690 million - net of discount and fee) consisting of \$800 million 5.375% fixed rate notes due 2026, \$900 million 5.625% floating rate notes due 2026 and \$500 million 5.625% floating rate notes due 2028. In the year ended 30 June 2023, the group issued bonds of \$2,000 million (\$1,989 million - net of discount and fee) consisting of \$500 million 5.2% fixed rate notes due 2025, \$750 million 5.3% fixed rate notes due 2026, \$500 million 5.3% fixed rate notes due 2027 and \$250 million 5.3% fixed rate notes due 2028.

(8) On 16 January 2024, Diageo agreed with Combs Wine and Spirits LLC to purchase the 50% of the shareholding in Combs Wine and Spirits LLC that Diageo did not already own. On 24 March 2023, Diageo completed the purchase of an additional 50% of the shareholding in East African Breweries PLC (EABL). This increased Diageo's controlling shareholding position in EABL to 100%.

(9) In the year ended 30 June 2024, net movements in other borrowings principally arose from the \$229 million of commercial paper offset by cash outflows of foreign currency swaps and forwards of \$124 million and lease liabilities. In the year ended 30 June 2023, the net movements in other borrowings principally arose from the \$124 million of commercial paper offset by cash outflows of foreign currency swaps and forwards of \$124 million and lease liabilities.

Business review (continued)

commercial paper, collateral and bank loan balances offset by cash outflows of foreign currency swaps and lease liabilities.

(10) In the year ended 30 Jun, exchange losses arising on net borrowings of \$199 million were primarily exchange movements on sterling and euro denominated borrowings and unfavourable movements on cash and cash equivalents, partially offset by favourable movements on foreign currency swaps and forwards. In the year ended 30 June 2023, exchange losses arising on net borrowings of \$646 million were primarily driven by unfavourable exchange movements on sterling and euro denominated borrowings and unfavourable exchange movements on cash and cash equivalents, foreign currency swaps and forwards.

Movements in equity	2024	2023
	\$ million	re-presented(1) \$ million
Equity at the beginning of the year	11,709	11,511
Adjustment to 2023 closing equity in respect of hyperinflation in Ghana (2)	51	—
Adjusted equity at the beginning of the year	11,760	11,511
Profit for the year	4,166	4,479
Exchange adjustments (3)	(645)	(358)
Remeasurement of post-employment benefit plans net of taxation	(61)	(562)
Purchase of shares of non-controlling interests (4)	(223)	(178)
Hyperinflation adjustments net of taxation (2)	365	180
Associates' transactions with non-controlling interests	—	(8)
Dividend declared to non-controlling interests	(121)	(117)
Equity dividend declared	(2,243)	(2,071)
Share buyback programme (5)	(997)	(1,543)
Other reserve movements	69	376
Equity at the end of the year	12,070	11,709

(1) See pag 238-240 for an explanation under Accounting information and policies.

(2) See pag 239-240 and 312-314 details on hyperinflation adjustments.

(3) Exchange movements principally arose from exchange losses driven by the Turkish lira, the Indian rupee, the Chinese yuan, the sterling, the Turkish lira, the Indian rupee and the Chinese yuan, partially offset by gains in the exchange on borrowings designated into net investment hedge before the functional currency change.

(4) On 16 January 2024, Diageo agreed with NABE a 20% share purchase programme for the acquisition of East African Breweries PLC (EABL). This increased Diageo's controlling shareholding position in NABE to 50%.

(5) See paragraph 6 for details of Diageo's return of capital programmes.

Post-employment benefit plans

The net surplus of the group's post-employment benefit plans decreased by \$22 million from \$29 million at 30 June 2023 to \$7 million at 30 June 2024. The decrease in net surplus was predominantly attributable to the adverse change in the fair value of the pension assets held by the post-employment benefit plans in the UK that was partially offset by the favourable change in the fair value of the pension liabilities in the United Kingdom (2.0% to 2.6%).

Total cash contributions by the group to all post-employment benefit plans in 2024 were estimated to be approximately \$5 million.

Business review (continued)

Liquidity and capital resources

1. Sources and uses of liquidity

The primary source of the group's liquidity over the last three financial years has been cash generated from operations. Cash generated from operations have generally been used to pay interest, taxes and dividends, and to fund capital expenditure and other group operations. The group's current strong cash position, are expected to continue to fund future group operations and to maintain a term commercial paper regularly in order to finance its day-to-day operations, and accesses the term commercial paper market to refinance maturing bonds each year and to manage liquidity.

The table below sets forth the group's available undrawn committed bank facilities as at 30 June 2024, 30 June 2023 and 30 June 2022.

	30 June 2024	30 June 2023	30 June 2022
	\$ million	re-presented \$ million	re-presented \$ million
Expiring within one year	625	125	960
Expiring between one and two years	1,040	625	125
Expiring after two years	1,585	2,625	2,290
	3,250	3,375	3,375

The facilities can be used for general corporate purposes and, together with cash and cash equivalents, to fund the group's paper programmes.

There are no financial covenants on the group's material short- and long-term borrowings. Certain covenants are included in the default provisions and negative pledges.

The committed bank facilities are subject to a single financial covenant, being minimum interest coverage ratio (the ratio of operating profit before exceptional items, aggregated with share of after tax results of subsidiaries, to interest charges). They are also subject to pari passu ranking and negative pledge covenants.

Any non-compliance with covenants underlying Diageo's financing arrangements could, if not waived, result in the acceleration of maturity of the facilities. Any non-compliance with covenants may, in particular circumstances, result in the acceleration of maturity of the facilities. Diageo's financial, pari passu ranking and negative pledge covenants in respect of its material short- and long-term borrowings for the years presented.

2. Analysis of cash flows

The table below sets forth the group's cash flows for the year ended 30 June 2024, 30 June 2023 and 30 June 2022.

	30 June 2024	30 June 2023	30 June 2022
	\$ million	re-presented \$ million	re-presented \$ million
Net cash inflow from operating activities	4,105	3,636	5,213
Net cash outflow from investing activities	(1,595)	(1,426)	(1,792)
Net cash outflow from financing activities	(3,106)	(3,041)	(4,373)
Net decrease in net cash and cash equivalents	(596)	(831)	(952)
Exchange difference	(33)	(76)	(38)
Reclassification to asset held for sale	(30)	–	–
Net cash and cash equivalents at beginning of period	1,768	2,675	3,665
Net cash and cash equivalents at end of period	1,109	1,768	2,675

Net cash inflow from operating activities in 2024 was \$4,105 million, an increase of \$469 million compared to fiscal 23, primarily driven by a year-on-year decrease of \$646 million in working capital outflow, growth in operating profit, offset by a decrease of \$804 million in depreciation, amortisation and profit, driven by lower exceptional impairment charges and reversals in fiscal 24.

Net cash inflow from operating activities in fiscal 23 was \$3,636 million (2022 – \$5,213 million), compared to fiscal 22, primarily driven by a year-on-year increase of \$1,173 million in working capital, offset by a year-on-year increase of \$412 million tax and interest payments.

Business review (continued)

Net cash outflow from investing activities \$1,59 million (2023 - \$1,426 million), a net increase in outflow of \$173 million compared to fiscal 23, primarily driven by a decrease in net consideration received in respect of business acquisitions of \$87 million, offset by a decrease in net consideration paid in respect of business acquisitions of \$128 million.

Net cash outflow from investing activities in fiscal 23 was \$1,426 million (2022 - \$1,792 million), a net increase in outflow of \$366 million compared to fiscal 22, primarily driven by an increase in net consideration received in respect of business acquisitions of \$559 million, offset by an increase in net consideration paid in respect of business acquisitions of \$133 million.

Net cash outflow from financing activities \$3,10 million (2023 was \$3,041 m), a net increase in outflow of \$59 million compared to fiscal 23. This change was driven by a net inflow in relation to bond issuances and repayments of \$887 million to \$558 million and an increase in equity dividend payments from \$2,065 million to \$2,300 million, offset by a decrease in share buyback programme related cash outflow of \$987 million to \$1,193 million.

Net cash outflow from financing activities in fiscal 23 was \$3,041 million (2022 - \$4,373 million), a net increase in outflow of \$1,332 million compared to fiscal 22. This change was largely driven by the decreased level of share buyback programme related cash outflows from \$2,985 million to \$1,673 million and a decrease in equity dividend payments from \$2,300 million to \$1,989 million, partially offset by a decrease in net inflow in relation to bond issuances and repayments from \$911 million to \$600 million.

The operating, investing and financing activities described above resulted in a decrease in net cash and cash equivalents of \$1,76 million at 30 June 2024, a decrease of \$907 million, 2022 - decrease of \$990 million.

3. Analysis of borrowings

The group policy with regard to the expected maturity profile of borrowings of group finance compares such borrowings maturing within 12 months to 50% of gross borrowings less money market demand deposits and commercial paper to 30% of gross borrowings less money market demand deposits. In addition, it is common for the group to use relationship banks to support commercial paper obligations.

The group's gross borrowings and net borrowings are measured at amortised cost with the exception of fair value hedge relationships, interest rate hedging instruments and foreign currency swaps and forwards. Fair value hedge relationships, Diageo recognises a fair value adjustment for the risk being hedged. Interest rate hedging instruments and foreign currency swaps and forwards are measured at fair value.

The table below sets forth the group's gross borrowings and net borrowings as at 30 June 2024, 30 June 2023 and 30 June 2022.

	30 June 2024	30 June 2023	30 June 2022
	\$ million	re-presented \$ million	re-presented \$ million
Overdrafts	(21)	(45)	(90)
Other borrowings due within one year	(2,864)	(2,097)	(1,752)
Borrowings due within one year	(2,885)	(2,142)	(1,842)
Borrowings due between one and three years	(4,873)	(4,437)	(3,408)
Borrowings due between three and five years	(4,222)	(3,620)	(3,177)
Borrowings due after five years	(9,521)	(10,592)	(10,958)
Fair value of foreign currency forwards and swaps	334	436	430
Fair value of interest rate hedging instruments	(376)	(476)	(342)
Lease liabilities	(604)	(564)	(575)
Gross borrowings	(22,147)	(21,395)	(19,872)
Offset by:			
Cash and cash equivalents	1,130	1,813	2,765
Net borrowings	(21,017)	(19,582)	(17,107)

The table below sets forth the percentage of the group's gross borrowings and cash and cash equivalents as at 30 June 2024.

Business review (continued)

	Total	US dollar	Sterling	Euro	Indian Rupee	Chinese Yuan	South Korean won	Other
		%	%	%	%	%	%	%
Gross borrowings	(22,147)	43.0%	22.0%	26.0%	—	4.0%	—	5.0%
Cash and cash equivalents	1,130	12.0%	3.0%	5.0%	15.0%	23.0%	4.0%	38.0%

Based on average monthly net borrowings and net interest charge, the effective interest rate for the year ended 30 June 2024 was 4.3%. For this calculation, net interest charge excludes fair value adjustments to derivative financial instruments. Average monthly net borrowings include the impact of interest rate swaps that are no longer in a hedge position and the market value adjustment for cross currency interest rate swaps.

For the year ended 30 June 2024, the group issued \$1,700 million (\$1,690 million - net of discount and fee) of \$800 million 5.375% fixed rate notes due 2026, \$900 million 5.625% fixed rate notes due 2028 and \$500 million (\$535 million - net of discount and fee) floating rate notes due 2028. In the year ended 30 June 2023, the group issued bonds of \$2,000 million (\$1,989 million - net of discount and fee) consisting of \$500 million 5.2% fixed rate notes due 2025, \$750 million 5.3% fixed rate notes due 2026, \$500 million 5.3% fixed rate notes due 2033 and \$500 million 3.5% fixed rate notes due 2025 (\$548 million - net discount and fee).

million and \$1,350 million. In the year ended 30 June 2022, the group issued bonds of \$1,650 million (discount and fee) and repaid bonds of \$1,650 million (discount and fee), and repaid bonds of \$1,650 million (discount and fee).

The principal components of the \$1,435 million increase in net borrowings from 30 June 2023 are \$2,6 million of free cash flow, \$2,2 million net movements in bonds, part of which is offset by \$2,2 million equity dividends and \$1,4 million in respect of the fully offset by \$1,4 million.

The principal components of the \$2,475 million increase in net borrowings from 30 June 2022 are \$2,2 million of free cash flow, \$2,2 million net movements in bonds, part of which is offset by \$2,2 million equity dividends and \$1,4 million in respect of the fully offset by \$1,4 million.

For information on the maturity profile of net borrowings and a further description of net borrowings, please see the consolidated financial statements.

For information on the use of financial instruments including for hedging purposes, please see the consolidated financial statements.

The group's management is committed to enhancing shareholder value in the long-term, both by investing so as to deliver continued improvement in the return from those investments and by managing the capital structure to achieve capital efficiency, provide flexibility to invest through the economic debt markets at attractive cost levels. This is achieved by targeting an adjusted net borrowings (excluding employment benefit liabilities) to adjusted EBITDA of 2.3 to 3.0 times, this range for Diageo being currently broad consistent with an A-band credit rating. Diageo would consider operating outside of this range in certain circumstances within its stated goals, which could have an impact on its rating. If Diageo's leverage was to be reduced of an acquisition, it would seek over time to 2.3 times. The group regularly assesses its debt and capital levels against its stated policy for capital management. The adjusted net borrowings as at 30 June 2023 were \$21,446 million, adjusted EBITDA was \$3,023 million, giving a ratio of 7.1 times. For this calculation, net borrowings are adjusted for employment benefit liabilities of \$429 million (2023: \$471 million), whilst adjusted EBITDA is \$7,037 million (2023: \$7,353 million) comprises operating profit excluding exceptional operating items and depreciation, amortisation and includes share of after tax results of associates and joint ventures. See page 294 for the reconciliation and calculation of the adjusted net borrowing to adjusted EBITDA. The group's funding, liquidity and exposure to foreign currency, interest rate risks, financial credit risks are conducted within a framework of board approved policies and guidelines. The group purchases insurance where required, for legal or contractual reasons. In addition, the group retains some insurable risk where it is not an economic means of mitigating this risk. Loan, trade and other receivables exposures are managed on a unit by unit basis where they arise and credit limits are established as deemed appropriate for the customer.

Business review (continued)

b) The following bonds were issued and repaid:

	30 June 2024	30 June 2023	30 June 2022
	\$ million	re-presented \$ million	re-presented \$ million
Issued			
€ denominated	535	548	1,800
£ denominated	–	–	1,171
\$ denominated	1,690	1,989	–
Repaid			
€ denominated	(1,167)	–	(1,060)
\$ denominated	(500)	(1,650)	(1,000)
	558	887	911

Business review (continued)

4. Contractual obligations and other commitments

As at 30 June 2024	Payments due by period				
	Less than 1 year \$ million	1-3 years \$ million	3-5 years \$ million	More than 5 years \$ million	Total \$ million
Long-term debt obligations	2,388	4,992	4,258	9,812	21,450
Interest obligations	791	1,043	789	1,866	4,489
Credit support obligations	14	–	–	–	14
Purchase obligations	2,413	1,009	389	37	3,848
Commitments for short-term leases and leases of low-value assets	16	6	1	–	23
Provisions and other non-current payables	101	225	187	192	705
Lease obligations	114	178	117	310	719
Capital commitments	780	3	–	–	783
Other financial liabilities	198	–	–	–	198
Total	6,815	7,456	5,741	12,217	32,229

Long-term debt obligations comprise the principal amount of borrowings (excluding foreign currency of greater than one year. Interest obligations comprise interest payable on these borrowings and amounts payable and where the interest rate is variable on an estimate of what the variable rates would be. Purchase obligations represent liabilities to counterparty banks in respect of cash received as collateral under purchase obligations include various long-term purchase contracts entered into for the supply of raw materials (e.g., cereals, cans and glass bottles). Contracts are used to guarantee the supply of raw materials. For a more accurate prediction of costs of raw materials, discounted numbers are disclosed. Corporate tax payable of \$136 million and deferred tax liabilities of \$21.9 million are not included in the table above, as the timing of settlement cannot be reasonably estimated.

Management believe that it has sufficient funding for its working capital requirements.

Neither Diageo plc nor any member of the Diageo group has any off-balance sheet financing arrangements that are reasonably likely to have a material future effect on the group's financial condition, changes in financial position, operations, liquidity, capital expenditure or capital resources.

For more information on commitments and contingencies, please see note 19 – Contingent liabilities in the consolidated financial statements.

Business review (continued)

5. Capital repayments

Authorisation was given by shareholders at the 28 September 2023 purchase a maximum of 10,000,000 ordinary shares at a minimum price of 25 pence and a maximum price of the 105% of the (average market value of the company's ordinary shares for the five business days prior to the day the purchase is made and (b) the higher of the price of the highest current independent bid on the trading venue where the purchase is carried out. The program will be in force until the next Annual General Meeting of 27 December 2024 if earlier.

Diageo completed a **total bill** return of capital during the year ended 30 June 2024. This programme followed the successful completion of Diageo's previous return of capital programme that **ended bill** in December 2023, in which £5.5 billion (announced as **£5.5 billion** on 26 January 2023) was returned to shareholders.

During the year ended 30 June 2022, the group purchased 25.1 million ordinary shares at 2022-23 38 pence (2021-22 41 pence) representing approximately 1.4% of the issued ordinary share capital at 2022-23 2.4% at an average price of 38 pence (2021-22 41 pence) (3644 cents per share, and an aggregate cost of \$87 million including transaction costs) (2021-22 3616 pence/382 cents per share, and an aggregate cost of \$67.6 million including \$1.9 million transaction costs) (2021-22 3709 pence/384 cents per share, and an aggregate cost of \$2,985 million including \$2.9 million transaction costs) under the share buyback programme. The purchased under the share buyback programmes were cancelled.

For further details about the shares purchased and the average price paid per share please refer to the statements.

Business review (continued)

Operating res2023 (re-presented) compared2022 (re-presented)

This section contains a re-presented comparative discussion of our operating results for the years reflecting a change in the presentation currency of Diageo plc from sterling to US dollars.

Reported net sales growth	Net cash from operating activities
0.2%	\$3,636m

Organic net sales⁽¹⁾ growth 6.5% Free cash flow⁽²⁾ \$2,235m

Reported operating profit growth (5.9%)	Return on closing invested capital 38.3%
--	---

Organic operating profit growth ⁽¹⁾ 7.0%	Return on average invested capital 18.4%
--	---

Basic earnings per share 196.3cents	Total shareholder return (2)%
--	----------------------------------

Earnings per share before exceptional items 196.5 cents
--

(1) Organic net sales growth, organic operating profit growth, earnings per share before exceptional items, free cash flow and return on average invested capital are non-GAAP measures. See definitions and reconciliation of non-GAAP measures 311-321. ² measures on page 316.

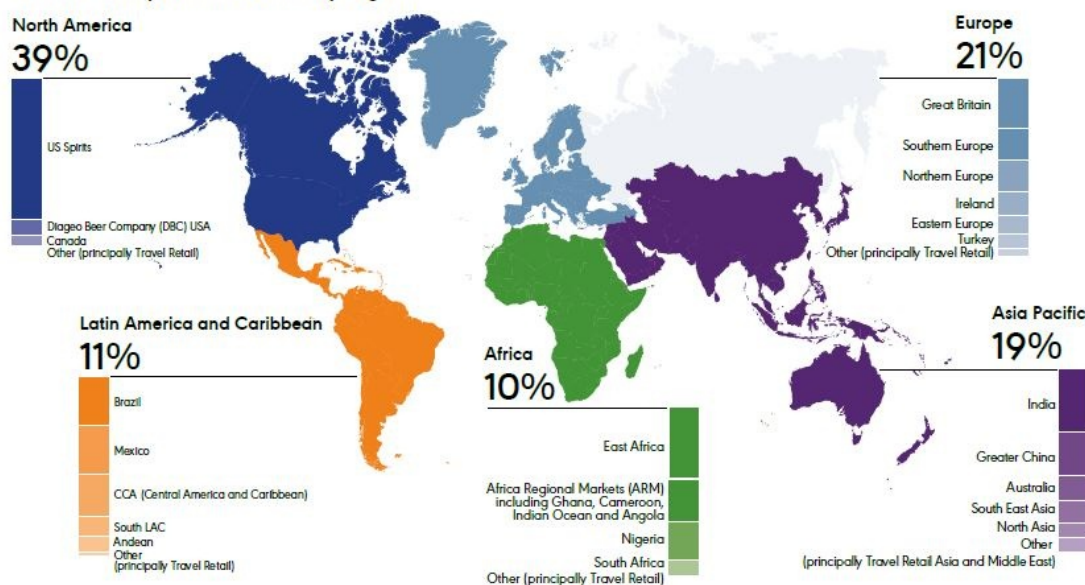
(2) Definition of free cash flow has been redefined, see more details on page 316.

Business review (continued)

Our global reach

Our regional profile maximises the opportunity for growth in our sector. Where our products are sold each market is accountable for its own performance and driving growth.

% share of reported net sales by region⁽¹⁾⁽²⁾



(1) The above map is intended to illustrate general geographic regions where Diageo has a presence and/or in which its products are sold in every country or territory within a geographic region.

(2) Based on reported net sales for the year ended 30 June 2023. Does not include corporate net sales of \$104 million.

Fiscal 23	North America	Europe	Asia Pacific	Latin America and Caribbean	Africa
Volume (Eum)	52.4	51.3	80.8	26.2	32.7

Reported net sales (\$ million)	8,109	4,303	3,841	2,159	2,039
Reported operating profit (\$ million)	3,104	1,300	523	783	234
Operating profit before exceptional charges (\$ million)	3,222	1,312	1,104	783	289
Water efficiency (litres per litre of product packaged)	4.98	2.91	4.15	3.19	
Total direct and indirect carbon emissions by weight (market/net based) (1,000 tonnes CO ₂ e)	83	194	9	26	89
Average number of employees	3,115	10,062	9,000	4,325	3,735

(1) Excluding corporate net sales of \$104 million (2022 - \$70 million).

(2) Excluding net corporate operating costs of \$397 million (2022 - \$317 million).

(3) Excluding exceptional operating charges of \$766 million (2022 - \$477 million) and net corporate operating costs

(4) Employees have been allocated to the region in which they reside.

Business review (continued)

Production facilities

The company owns manufacturing production facilities across the globe, including distilleries, brew warehouses, cooperages, and distribution warehouses. Diageo's brands are also produced at plants owned and joint ventures at several locations around the world. We believe that our facilities are in good condition and have adequate capacity to meet our current needs, and, in the beer and spirit categories, we have sufficient production capacity to address our anticipated future demand.

The major facilities with locations, principal activities, and products are presented in the below table.

Location	Principal activities	Products
United Kingdom	distilling, bottling, warehousing, cooperage	beer, scotch, gin, vodka, rum, ready to drink alcoholic
Ireland	distilling, brewing, bottling, warehousing	beer, liqueur, Irish whiskey, non-alcoholic
Italy	distilling, bottling, warehousing	vodka, rum, ready to drink, non-alcoholic
Türkiye	distilling, bottling, warehousing	raki, vodka, gin
North America	distilling, bottling, warehousing	vodka, gin, rum, Canadian whiskey, US whiskey, ready to drink
Brazil	distilling, bottling, warehousing	cachaça, vodka, ready to drink
Mexico	distilling, bottling, warehousing	tequila
East Africa	distilling, brewing, bottling, packaging, warehousing	beer, rum, vodka, gin, whisky, brandy, liqueur
Nigeria	distilling, brewing, bottling, packaging	beer, rum, vodka, gin
South Africa	distilling, bottling, warehousing	rum, vodka, gin
ARM	distilling, brewing, bottling, warehousing	beer, vodka, gin
India	distilling, bottling, warehousing	rum, vodka, Indian-Made Foreign Liquor (IMFL) whisky, scotch, gin
Australia	distilling, bottling, warehousing	rum, vodka, gin, ready to drink

For more details about our capital investments please see page 344-345.

Our route to consumer

We have five different route to consumer models across our business. Most of the regions employ four defined below; however, how each model operates in certain countries will vary, as will the percent of sales generated by the respective models in each market.

Wholesalers and Distributors

Diageo sells to a wholesaler or distributor who also sells a range of other brands and categories of products to consumers can purchase our brands. Where required, this model may include a government control board or similar entity in certain states in the US and Canada.

Modern Trade

Diageo sells directly to a customer who owns and manages retail outlets, who then in turn sells to consumers.

eMarketplace

Diageo sells to a third-party digital market place customer where that customer sells to B2B customers.

Direct to Consumer

Diageo sells directly to consumers, predominantly through portals such as Thebar.com, which is a group of brands for our business. It allows for direct interface with our consumers rather than through third-party intermediaries as above.

Direct to Store

Diageo sells and delivers directly to end outlets rather than via a central purchasing customer as above. This model is less common than the other models. For example, it is used in Ireland for beer distribution.

Business review (continued)

Key performance indicators

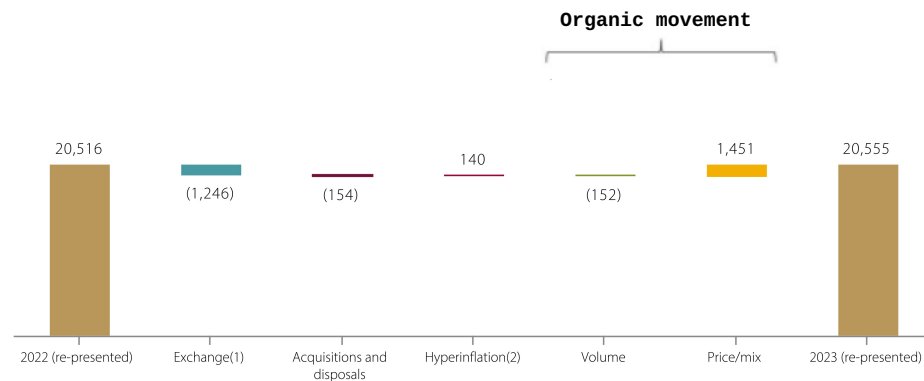
Net sales (\$ million)

Reported net sales **decreased 0.2%**

Organic net sales **grew 6.5%**

Reported net sales **decreased 0.2%**, driven by strong organic growth offset by unfavourable foreign exchange impact.

Organic net sales **grew 6.5%**, reflects 7.3 percentage points of positive price/mix and a 0.8%. Four organic out of five regions delivered growth, despite lapping strong double-digit growth at the group level by price increases and premiumisation.



(1) Exchange rate movements reflect the adjustment to recalculate the reported results as if they had been generated at the prior period weighted average exchange rate.

(2) See pages 239-240 and 312-314 for details of hyperinflation adjustment.

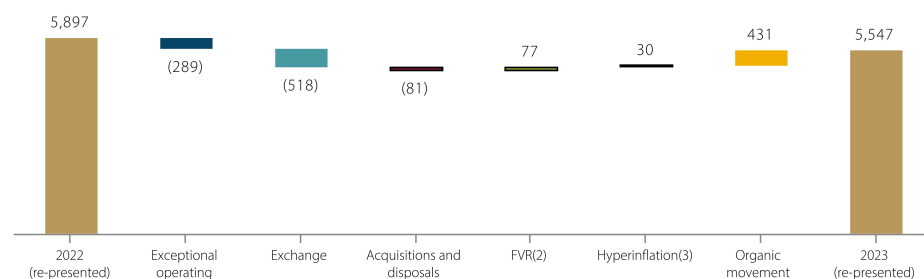
Operating profit (\$ million)

Reported operating profit **decreased 5.9%**

Organic operating profit **grew 7.0%**

Reported operating profit **decreased 5.9%**, mainly driven by negative impacts from exchange rate movements and the impact of exceptional operating items, primarily non-cash impairments related to India and the supply chain. Unfavourable items were largely offset by growth in organic operating profit and fair value remeasurements.

Organic operating profit **grew 7.0%**, ahead of organic net sales growth, driven by growth across all regions except Asia Pacific.



(1) For further details on exceptional operating items, see pages 94 and 246-250.

(2) Fair value remeasurements. For further details see page 9.

(3) See pages 239-240 and 312 for details of hyperinflation adjustment.

Business review (continued)

Operating margin (%)

Reported operating margin **declined 176bps**

Organic operating margin **expanded 15bps**

Reported operating margin **declined 176bps**, with organic operating margin expansion more than offset by exceptional items, negative impact of foreign exchange, and acquisitions.

Organic operating margin **expanded 15bps**, reflecting disciplined cost management despite inflation. Strong organic expansion in Asia Pacific, Africa and Latin America and Caribbean was partially offset by declines in Europe. Organic gross margin declined by 97bps, primarily driven by cost pressures. Price increases more than offset cost inflation.

