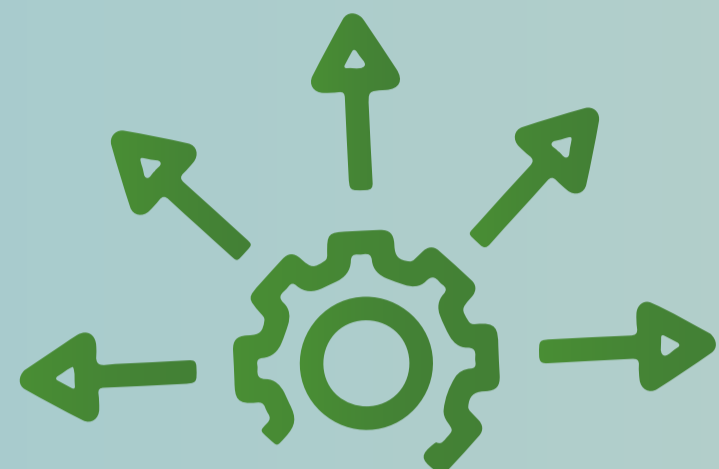


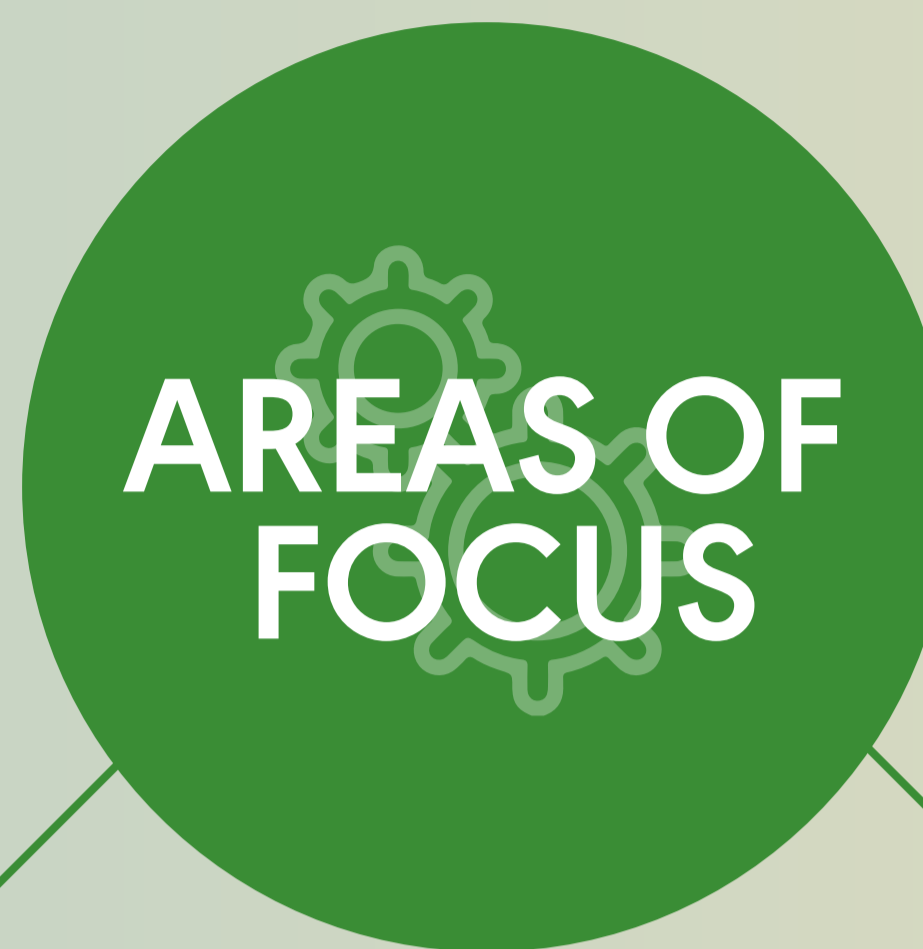
Marketing



OUTCOME



Putting the consumer at the center of everything we do to develop our Portfolio & Brand Strategies to have our consumers know, love and talk about our brands to win TBA (total alcoholic beverage) share



AREAS OF FOCUS



Focus on the consumer, their motivation and the occasions

Create amazing brand plans that connect with consumers and make a difference in the world today



Be custodians of our brands and our brand plans to maximize our investments and optimize the impact on the business and the ambition



Marketing

Marketing & Innovation *Executive Team*



Marketing & Innovation *Director, CCA*

Head of Spirits Premiumization

CCA



Lead the premiumization agenda behind our premium scotch portfolio and our reserve brands.

Head of Innovation

CCA



Owner of the CCA Innovation Pipeline responsible for delivering sustained and profitable recruitment at scale by becoming the main source of growth for our brands in service of our two pillars - Shape New Frontiers (SNF) & Lead Spirits Premiumization (LSP). Custodian of Diageo's future business by ensuring a path for growth for our brands that is fully consumer-centric, focused on macro-trends enabling our brands to participate in the biggest consumption pools available.

Head of Shaping New Frontier

CCA



Lead the Shape New Frontiers agenda behind our Beer, RTDs, Standard Scotch and White Spirits brands.

Head of Consumer Strategy

CCA



Oversees CCA category growth opportunities and leads consumer centricity for the CCA organization.

Marketing

Spirits Premiumization Team



Head of Spirits Premiumization CCA

Premium Moments Portfolio Manager, CCA

Oversees the premiumization agenda for our Premium Scotch portfolio.

Savor & Impress Premiumization Portfolio Manager, CCA

Supports the premiumization agenda for Johnnie Walker and Baileys.

Casual to Lively Premiumization Associate Brand Manager, CCA

Supports the premiumization agenda for Buchanan's and Old Parr.

Premium Moments Portfolio Manager, CCA

Oversees Don Julio brand management.

Head of Luxury Acceleration, CCA

Lead the From Strategy to Execution Agenda for our Luxury and Reserve Portfolio.

Luxury Brand Ambassador, CCA

Oversees the story telling behind our brands to impact consumers and key stakeholders.

Luxury Trade Advocacy Manager, CCA

Oversees the story telling behind our brands to impact consumers and key stakeholders.

Gifting and Luxury Portfolio Manager, CCA

Oversees our Luxury portfolio management.

Luxury PR & Influencing Manager, CCA

Oversees our Luxury portfolio management.

Culture and Influencer Manager, CCA

Oversees how our brands play a role in culture and manages influencers to achieve our PR results.

CP&A Executive Reserve Guatemala

Execute our Reserve Ambition in Guatemala.

Spirits Premiumization Media & Digital Manager, CCA

Leads the media agencies and digital agencies and the ATL plans behind our Spirits Premiumization brands.

Marketing

Shape New Frontiers Team



Head of Shaping New Frontiers CCA

Recruitment Portfolio Manager, CCA

Oversees recruiting
Spirit portfolio
management (Gin (all
segments), Smirnoff,
STD & value Scotch, Std

Single Serve Portfolio Manager, CCA

Oversees RTD and
Beer portfolio
management.

Shape New Frontiers Digital & Media Manager, CCA

Leads the media
agencies and digital
agencies and the
ATL plans behind our
Shape New Frontier
brands.

World Class and Recruitment Brand Ambassador, CCA

Oversees the story
telling behind our
brands to impact
consumers and key
stakeholders.

Marketing

+4PP TBA PENTRATION - £130M INCREMENTAL NSV - 75% GM

Innovation Team

1

Pipeline focused on big bets supported by a 3-year resourcing model

2

Excellence at innovation Commercialization

3

Foster learning and enable prototyping with agility

CONSUMER CENTRICITY - BEST TALENT - SIMPLIFICATION - EMPOWERMENT



Head of Innovation CCA

Innovation Commercialization Manager, CCA

Owner of the commercialization process from growth driver development to ensuring world-class execution and M&E, providing the right tools to our CMO / Sales teams to set our Innovation projects for effective trial and ultimately, potential success. Securing excellence in commercial planning throughout Navigate, to guarantee we are ready to launch and execute impeccable commercial plans with maximum efficiency in achieving consumer targets.

Shape New Frontiers Innovation Project Manager, CCA

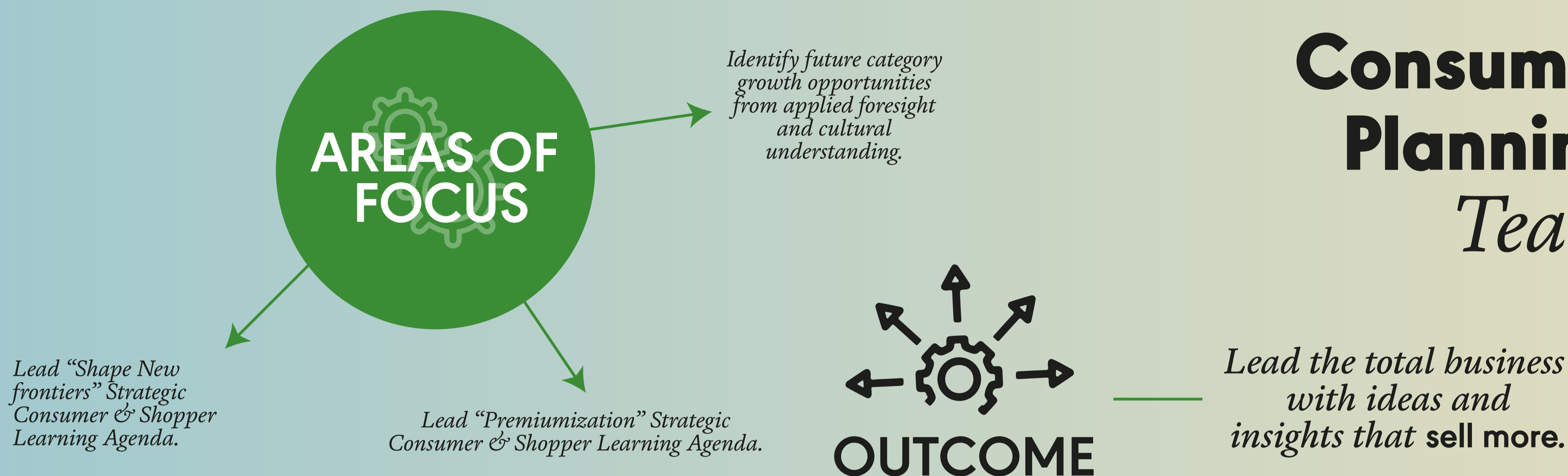
Responsible for the execution of the Innovation projects that support the SNF pillar, always prioritizing Big bets (recruit projects) over everything else. Delivering best in class executional (and financial) Gate papers (+G3) and respectively holding the Market and core teams to account for decisions and delivery, having the tough conversation when necessary.

Spirits Premiumization Innovation Project Manager, CCA

Responsible for the execution of the Innovation projects that support the LSP pillar, always prioritizing Big bets (recruit projects) over everything else. Delivering best in class executional (and financial) Gate papers (+G3) and respectively holding the Market and core teams to account for decisions and delivery, having the tough conversation when necessary.

Marketing

Consumer Planning Team



Head of Consumer Strategy CCA

Spirits Premiumization Consumer Planner CCA

Oversees CCA category growth opportunities for spirits premiumization pillar and leads consumer centricity for CCA organization.

Shape New Frontiers Consumer Planner CCA

Oversees CCA category growth opportunities for shape new frontiers pillar and leads consumer centricity for CCA organization.