

# DIAGEO

## Celebrating Life, Every Day, Everywhere

Diageo is a global leader in beverage alcohol, with an outstanding collection of brands across spirits and beer categories. These brands include Johnnie Walker, Singleton, Smirnoff, Captain Morgan, Baileys, Don Julio, Tanqueray, and Guinness. Diageo is a global company whose products are sold in more than 180 countries around the world. The company is listed on both the London Stock Exchange (DGE) and the New York Stock Exchange (DEO).

### DIAGEO'S SOCIETY 2030: SPIRIT OF PROGRESS

'Society 2030: Spirit of Progress' is Diageo's 10-year ESG action plan to help create a more inclusive and sustainable world. It builds upon Diageo's long-standing commitment to social and environmental responsibility, addressing key issues such as climate change, water stewardship, responsible drinking, diversity and inclusion, and community development. 'Society 2030: Spirit of Progress' has three priorities: to promote positive drinking, champion inclusion and diversity, and pioneer grain-to-glass sustainability, underpinned by a focus on doing business the right way. Aligned to the United Nations' Sustainable Development Goals, Diageo's ambitious targets will lead the business over the next decade and deliver a positive impact on society and the environment.

### PROMOTING POSITIVE DRINKING

Diageo has set ambitious targets to reduce harmful drinking and ensure that alcohol is enjoyed responsibly. By 2030, the company aims to reach over one billion people with messages of moderation and responsible drinking. This will be achieved through a combination of education, advocacy, and collaboration with partners across the industry and beyond.

Diageo's approach includes the development of low and no-alcohol products to provide consumers with more choices. For instance, the company has expanded its portfolio with products like Gordon's 0.0%, a non-alcoholic gin, and Guinness 0.0%, a non-alcoholic version of its iconic stout. These innovations cater to the growing demand for non-alcoholic alternatives and help promote moderation.

In addition, Diageo supports numerous programmes and initiatives aimed at reducing

harmful drinking behaviours. This includes partnerships with organisations such as the International Alliance for Responsible Drinking (IARD) and local community groups to implement educational campaigns and interventions that address issues like underage drinking and drunk driving.

In Singapore, Diageo partnered with K-Pop celebrity Suho of EXO to create an original song and music video titled 'Enjoy the Flow, Savour Every Moment' that emphasises the importance of savouring each moment and enjoying alcohol in moderation, encouraging viewers to sip slow, and savour every note.

The track blends familiar sounds from a bar, such as glasses clinking, with sounds of nature and flowing water to produce multiple layers of music.

The song, music video and behind-the-scenes video was shared across select Diageo social platforms as well as EXO's social channels. Through this, Diageo was able to engage with the intended audience in a manner that connects with them culturally, whilst retaining authenticity of the messaging.

This activation also directed consumers in Singapore to DRINKiQ.com, a dedicated, responsible drinking website that offers valuable information, practical advice on alcohol consumption, and a range of resources to encourage moderate drinking.

### Diageo and Grab Singapore's Innovative Anti-Drink Driving Campaign

In addition, Diageo partnered with Grab Singapore for the second year to roll out an interactive anti-drink driving campaign which allows users to "video chat"

with drink drivers in a Q&A format. Titled 'Wrong Side of The Road', the campaign was launched in partnership with the United Nations Institute for Training and Research (UNITAR) and aims to educate the public on the consequences of drunk driving.

The partnership with Grab Singapore saw the campaign being rolled out to their partner-drivers through the GrabAcademy as a training module, with over 10,000 completions in 2024. Diageo remains committed to changing attitudes towards drink driving and will continue to drive the important message through our various responsible drinking programmes and initiatives.

### CHAMPIONING INCLUSION AND DIVERSITY

Diageo recognises that a diverse and inclusive workplace is crucial for driving innovation and business success. The company has set ambitious goals to enhance diversity across its global operations. By 2030, Diageo aims to achieve 50% representation of women in leadership roles and to have 45% of its leadership team composed of leaders from ethnically diverse backgrounds.

To support these goals, Diageo has implemented a range of initiatives focussed on recruitment, retention, and development of diverse talent. This includes targeted pro-



grammes to support the advancement of women and underrepresented groups within the company. For example, the “Diageo Spirited Women” employee resource group network provides mentoring, coaching, and networking opportunities for women at all levels of the organisation.

Diageo also fosters an inclusive culture through training and education programmes that promote awareness and understanding of diversity issues. Moreover, Diageo’s commitment to diversity extends beyond its workforce to its suppliers and partners. The company actively seeks to work with diverse suppliers and has set a target to spend 10% of its procurement budget with diverse-owned businesses by 2030.

### PIONEERING GRAIN-TO-GLASS SUSTAINABILITY

#### Committed to Achieve Net Zero

Diageo has committed to achieving net-zero carbon emissions across its direct operations by 2030. To reach this goal, the company is investing in renewable energy, energy efficiency improvements, and innovative technologies. For instance, Diageo has implemented solar power installations at several of its facilities and is exploring the use of hydrogen fuel cells and other low-carbon technologies. Since 2008, Diageo has already halved the carbon emissions associated with its operations and continues to invest in carbon-neutral facilities. In addition to their existing four carbon-neutral distilleries in Scotland and North America,



they are designing new sites in Mexico, Canada, and Ireland.

### Water Stewardship with Environmental Bamboo Foundation

Water stewardship is another critical component of Diageo’s sustainability agenda. The company aims to achieve a net positive water impact in its operations by 2030, meaning that it will replenish more water than it uses. To achieve this, Diageo is implementing water efficiency measures, investing in water recycling and reuse technologies, and supporting watershed restoration projects in water-stressed regions.

In Indonesia, Diageo has partnered with the Environmental Bamboo Foundation on agroforestry projects aimed at water replenishment in Bali. The programme will not only replenish more water than is used in operations but also restore 7,500 hectares of critical land, increase absorption of underground water and 19.8 kilotons of CO<sub>2</sub> emissions, and empower 150 farming families with a projected income increase IDR 240 million per village by the third year.

### Sustainable Packaging: Diageo’s Commitment to a Circular Economy

Diageo is also committed to reducing packaging, increasing the recycled content in the packaging, and promoting a circular economy. In 2022, Diageo announced a programme to phase out the use of 183 million cardboard gift boxes from its premium Scotch portfolio around the world.

Diageo also embarked on a reusable packaging collaboration with ecoSPIRITS, an innovative closed-loop distribution system that nearly eliminates packaging waste in the premium spirits supply chain. As part of this pilot programme, Diageo deployed Smirnoff Vodka and Captain Morgan Rum in ecoSPIRITS’ ecoTOTE formats across restaurants and bars in Jakarta and Bali. Once the ecoTOTE has been used, it gets picked up, refilled, and then sent back to the venue to use again, saving 5 glass bottles each time, and therefore reducing the amount of carbon produced. Through this pilot, Diageo set out to reduce approximately 99% of packaging waste compared to traditional single use glass bottles, and through the success the company has seen, they are now expanding this project to 18 markets across the next two years.



#### DIAGEO SINGAPORE PTE LTD

Ocean Financial Centre | 10 Collyer Quay #20-01/04 | Singapore 049315

W: [www.diageo.com](http://www.diageo.com)

T: +65 6994 6074