

DII DRIVE INNOVATION INSIGHTS

1st ANNUAL FORUM
GLOBAL PUBLIC AFFAIRS FORUM
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Brexit Taskforce *Preparing for all scenarios from March 2019*

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DIAGEO

DIAGEO





Diageo is a global leader in beverage alcohol with iconic brands across spirits and beer. These brands include Johnnie Walker, Crown Royal, J&B, Buchanan's and Windsor whiskies, Smirnoff, Ketel One and Ciroc vodkas, Captain Morgan, Baileys, Don Julio, Tanqueray and Guinness.

Diageo is a global company, and our 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).

We employ approximately 30,000 talented people worldwide with offices in around 80 countries. Our manufacturing facilities are located across the globe including Great Britain, Ireland, United States, Canada, Italy, Africa, Australia and Latin America and Caribbean. Diageo was formed in 1997, following the merger of GrandMet and Guinness, and is headquartered in London. The word Diageo comes from the Latin for day (dia) and the Greek for world (geo). We take this to mean every day, everywhere, people celebrate with our brands.

Government Affairs

- International trade and market access
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- Fiscal policy and regulatory affairs
- Data analysis and economic modelling
- Campaigning and advocacy
- Capability building

Responding and adapting to Brexit

- No 'play-book'
- Facts and intelligence
- Assess risks and opportunities
- Advocacy, engagement and communications
- Preparing for all scenarios

A Brexit 'taskforce'

- Brexit 'Working Group' and functional working groups
- Senior leadership
- Trade associations and business groups
- Supply chain partners and customers
- Consultants, think-tanks, experts
- Government