



MESSAGE FROM THE GROUP BOARD CHAIRMAN

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I invite you to delve into the pages of this report, explore our achievements, and join us on this crucial journey towards sustainability.



I am honored to present to you our third annual Sustainability Report, detailing our progress against our 10-year strategic action plan – Society 2030: Spirit of Progress. While we are immensely proud of the achievements detailed within this report, we also acknowledge that we are evolving and growing every year in our sustainability journey.

As we confront emerging challenges and navigate an ever-changing landscape, we recognise the importance of continual improvement, innovation, and adaptive management. We value the power of learning, and we will continue to use our sustainability reporting process to reflect and build on our existing approaches.

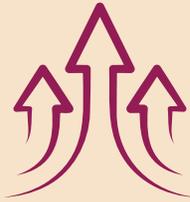
We remain resolute in our commitment to implementing evidence-based policies, driving technological advancements, and nurturing partnerships that accelerate progress towards our sustainability goals.

Crucially, this report serves as a platform for transparency and accountability. We believe that open dialogue and the exchange of knowledge are fundamental to fostering trust and engagement with our stakeholders.

It is through this shared understanding that we can harness the collective power to overcome obstacles, shape policies, and create transformative change.

We extend our gratitude to the dedicated individuals, organisations, communities and governments who continue to walk the journey with us. Without your collaboration, passion, and unwavering commitment to our causes, our achievements would not have been possible. Together, we have laid the groundwork for a more sustainable future—a future in which communities prosper, nature thrives and generations to come can inherit a healthy and resilient planet.

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join us on this crucial journey towards sustainability.

Together, let us keep marching forward, driven by the shared vision of a harmonious coexistence between humanity and nature—a future in which our legacy is one we can be proud to pass on to future generations.

Dr. Martin Oduor-Otieno, CBS

Group Board Chairman



SOCIETY 2030: SNAPSHOT OF PROGRESS 2023



POSITIVE DRINKING

458%

We greatly surpassed our annual target to reach **74,000** young people through the SMASHED campaign by **458%** - reaching **338,550** people

401%

We also surpassed our annual targets on the Wrong Side of the Road Campaign – **401%** above our target to reach **18,500** people and educated **74,152** people

238%

29,011,638 people reached with messages of moderation across our markets. This is **283%** improvement in our performance from last year



CHAMPION INCLUSION AND DIVERSITY

47%

47% of our leadership are women

115%

115% above our annual target to train **13,000** through the Diageo Bar Academy, we trained **14,951**

57%

Remain above our Society 2030 target to ensure that **50%** of our beneficiaries in community projects are women – we maintained **57%**

