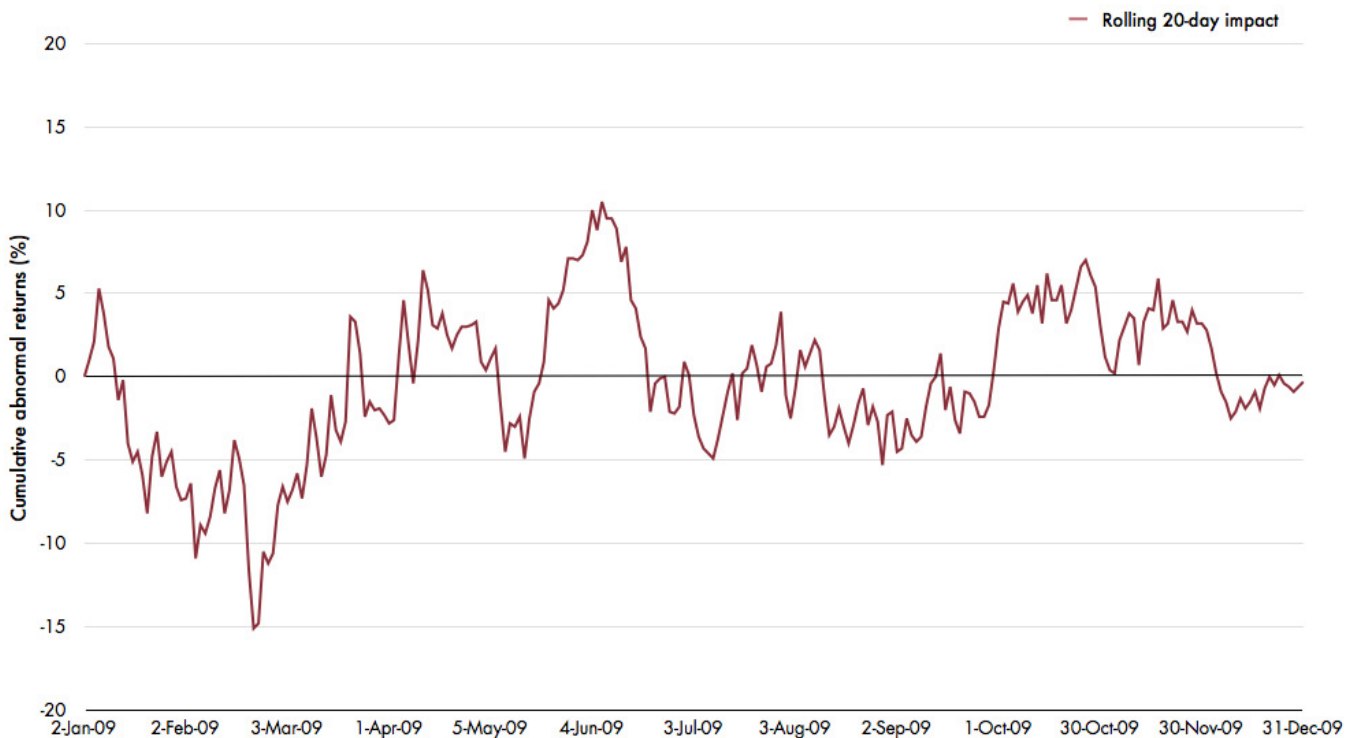




Brand Restoration Monitor

DIAGEO

SHARE PRICE TRIGGER 2009



COMMENT

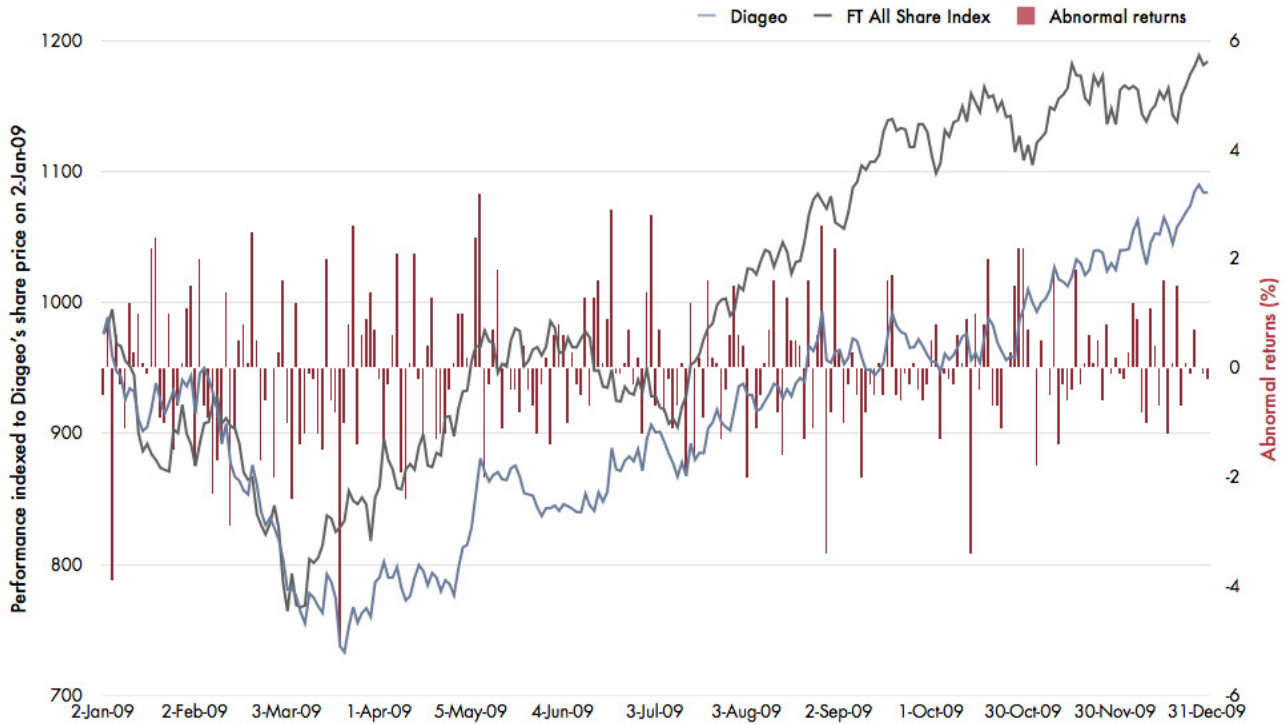
In February 2009, a cut in profits due to the global slowdown was announced by Diageo plc. This news prompted the largest sudden drop in value experienced by Diageo in the last five years. The ensuing value drop of over 15% approached, but was not sufficient, to breach the -20% brand impact threshold cited as a financial trigger in the Brand Restoration Policy.

DISCLAIMER

Whilst every effort has been made to ensure the accuracy of the information contained in this document, neither Oxford Metrica nor any of its members warrants its accuracy or will assume liability for any use made thereof.

DIAGEO

SHARE PRICE TRIGGER ANALYSIS



SUMMARY STATISTICS

2 January to 31 December 2009	Diageo	FT All Share	Abnormal return
Beta	0.69	1	0
Variance in daily returns (%)	0.02	0.02	0.02
Average daily return (%)	-0.06	0.10	-0.01
Annualised average return (%)	14.39	24.68	-2.54