

Press Release

May 16, 2019.

MALTA GUINNESS HANDS OVER 1 MILLION BIRR TO RED CROSS AS PART OF THE GOODNESS CAMPAIGN

Malta Guinness, the Non-alcoholic beverage of Diageo Meta Abo Breweries, hands over one million Birr for beneficiaries through Ethiopian Red Cross Society.

The donation is a part of the goodness project launched for the fasting season in Ethiopia to collect two million Birr for the projects run by Red Cross Society.

Complementing the sharing culture of Ethiopia, Malta Guinness in its first phase of the goodness campaign is able to give one million Birr. This donation will benefit two projects of Red Cross Society.

On the press conference held at the Ramada Hotel, the Malta Guinness brand manager Yeabsira Getachew told journalists; "We are giving this amount to give back to the society and also fuel the goodness inside people."

The goodness campaign which was launched with the Christian fasting season, will continue on Muslims fasting season to donate the remaining amount of its promise.

"Malta aspires to energize and complement the fasting season," Yeabsira depicted, "the project will continue for the coming two months."

The Ethiopian Red Cross Society conveyed they will be using the donation to help achieve its projects on Internally Displaced People and its Supplementary Food Program.

The Malta Guinness goodness campaign will continue until the June, 2019 to further give an additional one million Birr to two additional projects under Red Cross Society.

"Malta Guinness would like to reaffirm its commitment to continue in helping other projects," Yeabsira told journalist.

Malta Guinness has been fueling people across Africa for over three decades. The leading nonalcoholic drink packed with Vitamins B1, B2, B3, B5, and B6, great taste, goodness, energy and vitality helping people to go through their day.

- ENDS -

Notes to editors:

About Meta Abo Brewery S.C. and Diageo:

Diageo is the world's leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, wines and beer categories. These brands include Johnnie Walker, Crown Royal, J&B, Buchanan's, Smirnoff, Cîroc and Ketel One vodkas, Baileys, Captain Morgan, Tanqueray, Meta Beer, Azmera beer, Kuru & Malta Guinness, and Guinness.

Diageo is a global company, with its products sold in more than 180 countries around the world. The company is listed on both the New York Stock Exchange (DEO) and the London Stock Exchange (DGE). For more information about Diageo, its people and its brands, visit www.diageo.com. For Diageo's global resource that promotes responsible drinking through the sharing of best practice tools, information and initiatives, visit www.DRINKIQ.com

Meta Abo Brewery is formerly a stated owned brewery established in 1967 based in Sebeta, with a rich history in Ethiopia. In January 2012, Diageo acquired the Meta Abo Brewery for a premium of \$225m USD and since then have invested \$119m USD into the brewery's expansion.

Celebrating life, every day, everywhere.

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