

Press release to the media

Press Release – For Immediate Release

Guinness Ghana and Castel Group Announce Strategic Transition of Majority Ownership

Accra, Ghana | 3 July 2025

Guinness Ghana Breweries PLC (GGB PLC) today formally marks the completion of a landmark transition in its ownership. Castel Group, one of Africa's most established beverages companies, officially assumes majority ownership and operational leadership of Guinness Ghana following the successful regulatory approval process.

The transaction, which involved the sale of Diageo's 80.4% shareholding to Castel, underscores a shared ambition to grow the Guinness brand and strengthen the long-term presence of Guinness Ghana as a dynamic and future-facing player in Ghana's beverage market.

Castel will now lead operations, leveraging its robust distribution network and deep regional expertise. Diageo retains ownership of the Guinness brand and other Diageo brands, which will continue to be brewed, produced and distributed under long-term licensing and royalty agreements with Guinness Ghana. Guinness Ghana will also continue to distribute Diageo's international premium spirits brands in the market under a separate distribution agreement.

“This transition affirms Castel's belief in Ghana's long-term economic potential. With our heritage and extensive distribution network, we are committed to enhancing Guinness Ghana's operations and building on its strong foundation. Ghana is now Castel's 22nd market in Africa, and we are proud to deepen our footprint with this acquisition. Just as important, we are deeply committed to investing in people — empowering the talented teams at Guinness Ghana, nurturing local capability, and creating long-term opportunities for growth, inclusion, and innovation.”– *Gregory Clerc, Group CEO, Castel Group*

This announcement reflects Diageo's strategy to adopt a flexible, asset-light beer operating model, enabling it to focus on brand building and innovation, while Castel brings operational scale, agility, and local market depth.

Castel's entry affirms its long-term ambition of investing in Ghana's economy, its manufacturing sector, and its people. Castel is committed to maintaining business continuity, upholding existing employee contracts, and enhancing local stakeholder engagement.

All employees remain with Guinness Ghana under current terms, and the business will continue to operate as it did prior to the sale. Customer and partner relationships will continue seamlessly, with a strong commitment to maintaining the high standards our consumers

expect. We will continue to deliver the same trusted quality while exploring new ways to enhance the consumer experience. The company remains listed on the Ghana Stock Exchange.

This milestone signals confidence in Ghana's future and the enduring strength of the Guinness brand.

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About Guinness Ghana Breweries PLC

Guinness Ghana Breweries PLC is the only total beverage business in Ghana listed on the Ghana Stock Exchange with a rich history spanning over 65 years. Its brands include Guinness, Malta Guinness, Alvaro, Smirnoff Ice, Orijin, Star, Gulder, ABC and a portfolio of locally relevant spirits. GGB PLC remains committed to excellence in brewing, innovation, and community impact.

About Castel Group

Present in Africa since the 1960s, Castel Africa is a key player in the production and distribution of beverages across the continent. It boasts one of the largest distribution networks in Africa, with 640,000 points of sale. Castel Africa represents 428 beverages consumed every second on the continent. Operating in 21 African countries, from Algeria to Ethiopia and including Angola and Madagascar, Castel Africa employs over 40,000 people.

About Diageo

Diageo is a global leader in beverage alcohol with an outstanding collection of brands across spirits and beer categories. These brands include Johnnie Walker, Crown Royal, J&B and

Buchanan's whiskies, Smirnoff, Cîroc and Ketel One vodkas, Captain Morgan, Baileys, Don Julio, Tanqueray, and Guinness.

Diageo is a global company, and its products are sold in more than 180 countries around the world.

Diageo is listed on both the London Stock Exchange (DGE) and the New York Stock Exchange (DEO). For more information about Diageo, its people, its brands, and performance, visit its website at www.diageo.com. Visit Diageo's global responsible drinking resource, www.DRINKiQ.com for information, initiatives, and ways to share best practice.

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