

DIAGEO

New Tier System

THE ADOPTION OF THIS NEW MARKET ROLES WILL AMPLIFY THE RTC IMPACT, MAKING IT A COMPELLING BET IN OUR THREE-YEAR STRATEGY

01 ACCELERATE

50% NSV



Boost performance across market

- Key NSV driver while margin accretive
- High influence & partner alignment
- Significant **POTENTIAL** to grow

02 ACTUALIZE

24% NSV



Potentialize in strength

- High NSV or margin generator
- High-Mid influence & partner alignment
- Significant **CONTRIBUTOR** to CCA

03 SEED

23% NSV

Rest of VCA and
VCC clusters

Grow the base business

- TBA SOV opportunity
- Protect our NSV or GM

04 MAINTAIN

3% NSV

Rest of VCC Islands

Sustain the business

- Organic and efficient contributors to CCA business