

LEARNING FOR LIFE™

DIAGEO

Transforming lives through education



About Learning for Life

LEARNING FOR LIFE is a DIAGEO program designed to inspire and transform the lives of people throughout Latin America & the Caribbean. With a focus on adult education, the program provides tools, training and skills in five areas: **hospitality, retail, enterprise, bartending and teaching**. At the core of our sustainability strategy, Learning for Life is a manifestation of DIAGEO's commitment across the region to being a cause for good in our communities.

Learning for Life operates throughout Latin America & the Caribbean, managing more than **50 projects in 30 countries**. Since the program's launch in 2008, Learning for Life has impacted more than **60,000 lives**. However, Learning for Life is more than geography and statistics. The program offers a brighter future for individuals by empowering them to forge their own paths and become self-sufficient contributors of their communities.

Our reach spreads from our program participants and their families to DIAGEO employees and stakeholders, from our training agencies to third party endorsers such as government officials, media and celebrities. It is our collective efforts that have made Learning for Life into what it is today, a program that strives to release possibilities for celebrated lives.

THE PROJECTS

Learning for Life projects, which are implemented in partnership with established educational and training organizations, focus on five broad areas of competency, providing education and skills for graduates to find work in:

BARTENDING
RETAIL
HOSPITALITY
ENTERPRISE
TEACHING



PROJECT BARTENDER

Project Bartender prepares individuals to enter a career in bartending or related fields with the skills and knowledge needed to responsibly serve customers and provide excellent experiences.

Project Bartender was a natural and seamless fit for DIAGEO. It aims to engage customers and identifies employment opportunities with our stakeholder and on-trade partners.

The program currently operates in Aruba, Antigua, Barbados, Colombia, Costa Rica, the Dominican Republic, El Salvador, Grenada, Guatemala, Honduras, Jamaica, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, St. Kitts & Nevis, St. Vincent & the Grenadines, Suriname, Trinidad & Tobago and Venezuela.



PROJECT RETAILER

Project Retailer provides young people with customer service and customer relations skills, cash management training and professional appearance guidance so they can develop a career in the retail industry.

Project Retailer also helps students develop fundamental business skills such as accounting principles that are essential to their future.

The program currently operates in Brazil, Colombia, Jamaica, Mexico, Peru, Uruguay and Venezuela.



PROJECT HOSPITALITY

Project Hospitality aims to strengthen knowledge and commitment to the hospitality industry by helping people become valued assets of their local economy.

The program seeks to interact with communities and empower their hospitality potential, inspiring them to identify their strengths and develop local, natural and cultural assets.

The program currently operates in Argentina, Brazil, Chile, Jamaica, Mexico, the United States and Venezuela.

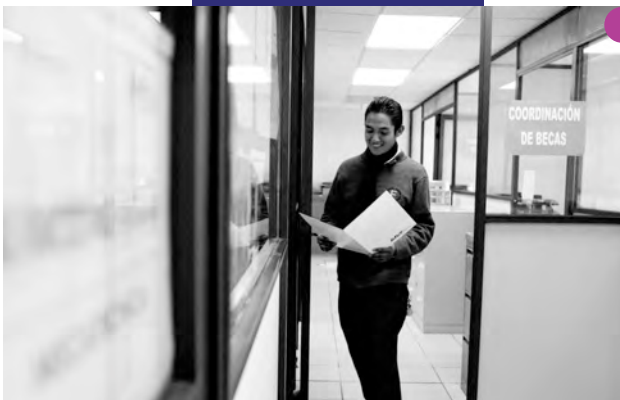


PROJECT ENTREPRENEUR

Project Entrepreneur provides community members with knowledge and practical tools to start their own small businesses in order to become productive and self-sustaining in the future.

Project Entrepreneur gives people with limited resources the opportunity to launch a new business venture and become active and resourceful citizens of their local communities.

The program currently operates in Brazil, Colombia, Jamaica and Mexico.



PROJECT PROFESSOR

Project Professor provides training for teachers in marginalized areas, helping them to better educate their students and inspire future generations.

In addition, the program provides the latest tools in academia to help both teachers and students stay up-to-date with educational advancements.

The program currently operates in Mexico.

OUR COMMITMENT

It is our commitment to continue to transform Learning for Life into a widely recognized 'skills-based' educational program - within Bartending, Retail, Hospitality, Enterprise and Teaching - that actively leverages the brands, the reach and the stakeholder base of DIAGEO Latin America & the Caribbean, using these assets to be a powerful cause for good.

The Learning for Life projects will deliver tailored skills to match the demands of the region, as well as its individual markets, making the program an integral aspect of the DIAGEO business in Latin America & the Caribbean.

It is our goal to ensure that at least 80% of our graduates earn their first work experience within our industry, either upstream or downstream in our value chain.

We will strive to positively impact the lives of our program participants so that all graduates remain active ambassadors for Learning for Life, for DIAGEO and for our consumer brands.

STUDENT TESTIMONIALS

“The truth is that today I feel like a totally different person than when I began the course. I feel like I've grown so much on a personal level and have truly learned tools that I can use in my everyday life, at work, and with my family and friends. I've changed so much that I even view the world with a different perspective; I'm much more objective and have much more confidence in myself.

- Cintia Gonzalez, Project Hospitality Graduate, Argentina

“What can I say? I just want to let everyone know how wonderful this project is...and especially express my GRATITUDE to all those who are involved. When I look back on my time in Project Hospitality, remembering the warmth and professionalism of my teachers and the dedication of my fellow classmates, I feel truly blessed to have been a part of it. If you ask if participating in Learning for Life was it worth for me, the answer is a resounding YES! I am a happy woman, working in my dream job alongside some amazing people. Learning for Life turned my life around and completed me as a woman. Thanks once again to the whole team!

- Andrea Dominguez, Project Hospitality Graduate, Argentina

“*Learning for Life Project Hospitality has left a mark on my life that will never be erased. The chance to be trained at NAVARRO CORREAS® has provided me with the opportunity to apply everything I've learned over the course of the program. I've had the chance to meet excellent professionals who have helped me to regain a sense of worth and fight for my dreams. I hope this initiative continues to help anyone who is looking to make a positive transformation in his or her life.*

- Alejandro Dominguez, Project Hospitality Graduate, Argentina

“*Thanks to Project Bartender I had a great opportunity to grow, to change and do something different.*

- Thiago Gregório dos Santos, Project Bartender Graduate, Brazil

“*Learning for Life helped me open my mind and discover what I really want in life.*

- Bruna Lima, Project Bartender Graduate, Brazil

“*Thanks to DIAGEO and Learning for Life, I was able to open my own lunch stand, which I run out of my house. It is so nice to be able to work from home as opposed to having to go out to sell someone else's products. Additionally, I'm able to help out my family economically - especially my mom. I am very proud of what I have achieved and hope to have continued success.*

- Teresa Licona Sotelo, Project Entrepreneur Graduate, Colombia

“*My life has changed drastically after completing the Project Hospitality program. I have a steady job, which allows me to help my mother and my family. I would strongly recommend Learning for Life to others because it really helps a lot and allows you to learn a trade to help you get a job and be a contributing member of society.*

- Xabiel Jiménez, Project Hospitality Graduate, Dominican Republic

“My life has changed dramatically thanks to Learning for Life. Now I’m more mature and more prepared to find a career. I learned how to have confidence when interacting with different types of people, including the most important people in my field, which I’m so passionate about.

- Sandy Michel Lopez, Project Hospitality Graduate, Dominican Republic

“I hope to one day be able to give back to my community the way Learning for Life has given back to me. The support I have received has truly been fundamental for my personal and professional growth, and I want to thank everyone who has helped along the way. Hopefully these benefits will continue to help more and more people like me.

- Elsa María Luisa Galindo, Project Retailer Graduate, Mexico

“At my age, I never imagined that I would be able to go to a foreign country, learn to take classes online or teach my students a wide variety of topics in new, fun and efficient ways. Thanks to Learning for Life Project Professor I was able to do all of these things and increase my professional capabilities. Not only did the program change my life, but also the lives of my students. Thank you for helping me to make my country a better place.

- Mercedes Guadalupe Bellota Nieto, Project Professor Graduate, Mexico

“Thanks to Learning for Life Project Hospitality, I was able to build my foundation. Through the support of my teachers, and their concise, direct, and easy-to-understand teaching methods, I improved my knowledge of the tourism industry. The simple model really helped me to focus on what I really wanted and to achieve my goals.

- Carlos Zambrano, Project Hospitality Graduate, Venezuela

“Learning for Life has provided me with new tools to help me plan for my future. The program has expanded my horizons, and helped me to better understand the needs of those around me, including my co-workers and future clients.

- Hilda Saíno, Project Hospitality Graduate, Venezuela

LEARNING FOR LIFE™ PROGRAMS IN LATIN AMERICA & THE CARIBBEAN

Mexico

Project Retailer
Project Hospitality
Project Entrepreneur
Project Professor

Aruba

Project Bartender

Antigua

Project Bartender

Barbados

Project Bartender

Grenada

Project Bartender

Costa Rica

Project Bartender

St. Kitts & Nevis

Project Bartender

St. Vincent & the Grenadines

Project Bartender

Suriname

Project Bartender

Trinidad & Tobago

Project Bartender

Dominican Republic

Project Bartender

Honduras

Project Bartender

Panama

Project Bartender

Guatemala

Project Bartender

El Salvador

Project Bartender

Nicaragua

Project Bartender

Puerto Rico

Project Bartender

Miami

Project Hospitality

Jamaica

Project Bartender
Project Retailer
Project Hospitality
Project Entrepreneur

Colombia

Project Bartender
Project Retailer
Project Entrepreneur

Venezuela

Project Bartender
Project Retailer
Project Hospitality

Chile

Project Hospitality

Peru

Project Bartender
Project Retailer

Paraguay

Project Bartender

Uruguay

Project Retailer

Brazil

Project Retailer
Project Hospitality
Project Entrepreneur

Argentina

Project Hospitality



OUR PARTNERS

Our reach spreads from our program participants and their families to DIAGEO employees and stakeholders, from our training agencies to third-party endorsers such as government officials, media and celebrities. It is our collective efforts that have made Learning for Life into what it is today, a program that strives to release possibilities for celebrated lives.

HERE ARE SOME EXAMPLES OF OUR RECENT PARTNERSHIPS:

In 2011, Learning for Life teamed up with Carrefour to create a special new Project Retailer course for students in Brazil. The program included a more comprehensive and intensive course, which included volunteer mentorship sessions from both DIAGEO and Carrefour employees. This year-long partnership came to fruition with two different graduating classes of 35 students each.



In 2012, Learning for Life partnered with Carnival Cruise Lines, a DIAGEO customer, to assist in the program's mission to transform lives through education and 'life skills' training. In July, the company recruited Learning for Life graduates in Jamaica and the Dominican Republic, hiring 47 individuals to become the newest team members of world's largest and most popular cruise line. The 47 graduates selected will all receive an additional four weeks of training at Carnival College before receiving their ship assignments.



Additionally in 2012, Learning for Life also joined forces with Florida International University's Chaplin School of Hospitality and Tourism Management to serve as the official academic partner for the South Florida Learning for Life initiative. Aiming to train underserved members of the community with the skills they need for jobs in the hospitality and tourism industries, the first class of the eight-week certification and internship pilot program in the U.S. graduated 50 students in August.

PARTNER TESTIMONIALS

“Carnival has earned its leadership position by hiring quality, service-oriented personnel to deliver fun, memorable vacations to our guests. We’re pleased to be a part of DIAGEO’s Learning for Life program to help enhance the lives of these outstanding young adults and their families.

- Paul Shea, Beverage Director for Carnival

“We are proud to partner with DIAGEO’s Learning for Life program to help educate the workforce for South Florida’s vital hospitality industry. Thanks to their vision and generosity, this ongoing initiative will afford hundreds of hard-working, determined South Floridians to attain the tools they need for a successful future.

- Mike Hampton, Dean of the FIU Chaplin School of Hospitality and Tourism Management

“I like companies that have some sort of social responsibility towards the communities that they work in. And I don’t often align myself with companies, but DIAGEO has this commitment to giving something back to the community and I think it’s an inspiration to other companies. They are putting something back into the community, planting seeds that will bear fruit in the future, and I think they’re doing a good job.

- Sting

“I want to take this opportunity to congratulate DIAGEO for a magnificent job through their project called Learning for Life, which benefits communities affected by poverty in different regions of Colombia.

- Luis Guillermo Plata Paez, Colombian Minister of Trade, Industry & Tourism

“I would like to congratulate DIAGEO for the excellent services offered to our society through the Learning for Life program.

- Marcos Cintra, Secretary of Labor & Social Development, City of São Paulo, Brazil

“I feel great joy in Learning for Life. The results of the combined efforts of different institutions, brought together by DIAGEO, to ensure the development of basic skills for our young people makes us very happy.

- Pedro Rodriguez Castillo, Deputy Minister of Labour, Dominican Republic

BIOGRAPHIES



Alberto Gavazzi,
President, DIAGEO Latin America & Caribbean

In this role he is charged with leading over 3,000 people managing the sales, marketing, supply and overall performance of a wide array of Diageo's premium brands including Johnnie Walker, Smirnoff, Guinness, Tanqueray, Captain Morgan, Baileys, and other Spirit, Beer and Wine brands across 44 markets.

Alberto has held various senior leadership roles across North America, Europe and South America throughout his successful twenty-year career within Diageo. His ability to bring strategy to action and lead exceptional brand growth has earned him recognition for consistently delivering profitable and sustainable growth in several areas including the Reserve Brand Group, Diageo's Luxury Division. Having joined Diageo Brazil in late 1993, Alberto was appointed to the role of Marketing Director there in 1997. He later transferred to Diageo North America as VP Consumer Marketing before returning to Brazil as General Manager with extended responsibilities over the South Cone of Latin America. Following his assignment in the Netherlands as Global Marketing Director, Whisky and Gin, Alberto assumed the role of Managing Director, Diageo WestLAC, spanning Western and Southern Latin America, Central America, and the Caribbean; a role which he held until his appointment to his current position in July 2013.

Since taking over the helm as President of the LAC region, Alberto has continued to demonstrate his deep commitment to Diageo's "Learning for Life" program by making it a top priority to expand the

program globally. Learning for Life is designed to bring basic education and vocational skills to underprivileged people in the communities throughout the region and has positively impacted the lives of close to 90,000 people over the course of 5 years.

In building upon the world-class standards set by Diageo for the responsible marketing of its array of premium alcohol beverages while simultaneously combating alcohol misuse, Alberto is ensuring that the region dedicates significant resources to the growth of programs such as "Model City". Already successfully implemented in Queretaro, Mexico, "Model City" aims to reduce underage drinking, binge drinking, drink-driving and promote smart lifestyle choices.

Prior to joining Diageo, Alberto worked for Colgate-Palmolive and Unilever where he began his career in various Marketing and Sales roles. He has also served as a board member and chair of the international affairs committee of the Scotch Whisky Association.

Alberto studied for his undergraduate degree in São Paulo, Brazil and in Milan, Italy, earning his Business Administration degree at The Catholic University of São Paulo in 1989.

In his leisure time, Alberto enjoys spending time with his family, skiing and boating, and being Brazilian, of course, his soccer.

BIOGRAPHIES



William Bullard,
Corporate Relations Director, DIAGEO LA&C

William “Bill” Bullard has spent 26 years with DIAGEO. He is accountable in the region for the reputation of the company, including: government, non-government and media relations, the public policy agenda, DIAGEO’s leadership in promoting responsible drinking, DIAGEO’s interface on community and corporate citizenship affairs, employee engagement and communication, and DIAGEO’s flagship Learning for Life Corporate Social Responsibility program.

Bill has global accountability for a number of key issues impacting DIAGEO’s business, particularly in Scotch whisky, brand protection, and some trade matters. Until a recent global re-organization, Bill was the leader of DIAGEO International’s Enriched Communities strategic area of focus. In 2011, under Bill’s leadership DIAGEO was awarded the Organization of American States’ top recognition in the Americas for contributions to the community in Education.

Bill was formerly Managing Director of GrandMet’s interests Venezuela, Colombia, Mexico and the Caribbean region; prior to this he held senior positions in GrandMet’s Corporate Public Affairs management, having been schooled in Sales, Marketing and Logistics in the GrandMet Brewing.

Bill sat on the Board of America’s Advisors to British Trade International (BTI) in 2002 and 2003. He is also a Corporate Member of the Inter-American Dialogue. In his earlier years, Bill competed at a high level in Ocean Racing, and was a member of the crew holding the World Speed Record from 1976 to 1983, competing in the America’s Cup 1983 as the Crew Leader of the British team. He was recognized by President Ronald Reagan and awarded with the honor of Building Communities through Sports in 1983 at the White House.



Janelle Marie Prieto,
Regional Learning for Life Manager

Janelle Marie Prieto became the Regional Learning for Life Manager for DIAGEO Latin America & the Caribbean (LA&C) in January 2011. Learning for Life, which aims to transform lives through education, has impacted the lives of more than 60,000 people across LA&C since its inception in 2008. In 2012 the program is operating more than 58 projects across 20 countries.

Since the creation of Learning for Life in 2008, DIAGEO’s focus on Corporate Social Responsibility – known within DIAGEO LA&C as Enriched Communities – has increased. The maturation and growth of the company’s philanthropic agenda led to the creation of Janelle’s role, which oversees the next-step development of this much celebrated area of DIAGEO’s business.

Janelle brings to DIAGEO a strong background in Corporate Social Responsibility, having served as the Director at Jackson Memorial Foundation’s International Kids Fund (IKF) for four years, positioning the organization and its program, Wonderfund™, as an internationally recognized institution and brand.

Janelle started her career over ten years ago, working in television production with Univision Network and True Entertainment, and also spent three years gaining experience in the realm of media relations and communications with Fleishman-Hillard, one of the world’s foremost PR agencies.

Janelle was born in Miami, Florida to Cuban parents and has a Bachelor’s Degree in Communications from Marymount Manhattan University in New York City with a specialization in Media Criticism.

Janelle is based in DIAGEO’s LA&C Hub in Miami and enjoys celebrating life with friends and family.

ABOUT DIAGEO

DIAGEO is the world's leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, wine and beer. These brands include JOHNNIE WALKER®, BUCHANAN'S®, GUINNESS®, BAILEYS®, OLD PARR®, SMIRNOFF®, J&B®, TANQUERAY®, RED STRIPE®, CAPTAIN MORGAN®, PAMPERO® and NAVARRO CORREAS® wine. 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, brands, and performance, visit us at www.DIAGEO.com.

For our global resource that promotes responsible drinking through the sharing of best practice tools, information and initiatives, please visit www.DRINKiQ.com.

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