



Director/PDMR Shareholding

15 June 2023 3:05 PM BST

NOTIFICATION OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM

| | | |
|----------|--|---|
| 1 | Details of the person discharging managerial responsibilities (PDMR)/person closely associated with them (PCA) | |
| a) | Name | Michael Brierley |
| 2 | Reason for the notification | |
| a) | Position/status | Non-Executive Director/PDMR |
| b) | Initial notification/Amendment | Initial Notification |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | |
| a) | Name | Admiral Group plc |
| b) | LEI | 213800FGVM7Z9EJB2685 |
| 4 | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; (iv) each place where transactions have been conducted | |
| a) | Description of the financial instrument, type of instrument | Ordinary Shares |
| | Identification code | GB00B02J6398 |
| b) | Nature of the transaction | Acquisition of shares pursuant to a dividend reinvestment trading plan entered into on 17 May 2020. |
| c) | Prices(s) and volume(s) | Price(s) |
| | | Volume(s) |
| | | £21.80 |
| | | 14 |
| d) | Aggregated information | N/A (Single Transaction) |
| | <ul style="list-style-type: none"> • Aggregated value • Price | |
| e) | Date of the transaction | 13 June 2023 |
| f) | Place of the transaction | London Stock Exchange (XLON) |

NOTIFICATION OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM

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|----------|--|---|
| 1 | Details of the person discharging managerial responsibilities (PDMR)/person closely associated with them (PCA) | |
| a) | Name | Rachel Brierley |
| 2 | Reason for the notification | |
| a) | Position/status | Wife of Non-Executive Director/PDMR, Michael Brierley/PCA |
| b) | Initial notification/Amendment | Initial Notification |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | |
| a) | Name | Admiral Group plc |
| b) | LEI | 213800FGVM7Z9EJB2685 |
| 4 | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; (iv) each place where transactions have been conducted | |
| a) | Description of the financial instrument, type of instrument | Ordinary Shares |
| | Identification code | GB00B02J6398 |
| b) | Nature of the transaction | Acquisition of shares pursuant to a dividend reinvestment trading plan entered into on 17 May 2020. |
| c) | Prices(s) and volume(s) | Price(s) |
| | | Volume(s) |

| | | | |
|----|--|------------------------------|----|
| | | £21.80 | 79 |
| d) | Aggregated information <ul style="list-style-type: none"> • Aggregated value • Price | N/A (Single Transaction) | |
| e) | Date of the transaction | 13 June 2023 | |
| f) | Place of the transaction | London Stock Exchange (XLON) | |