

1	Details of the person discharging managerial responsibilities (PDMR)/person closely associated with them (PCA)	
a)	Name	Milena Mondini de Focatiis (CEO/PDMR) Geraint Jones (CFO/PDMR) Cristina Nestares (CEO UK Insurance/PDMR) Scott Cargill (CEO Admiral Money/PDMR)
2 Reason for the notification		
a)	Position/status	As above
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	Award of 77 shares each under the Admiral Group Approved Share Incentive Plan (SIP)
c)	Prices(s) and volume(s)	Price(s)
		GBP £23.61
d)	Aggregated information • Aggregated value • Price	N/A
e)	Date of the transaction	21 August 2023
f)	Place of the transaction	Award of shares occurred outside a trading venue