

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)
		£24.06	19
d)	Aggregated information	N/A (Single Transaction)	
	• Aggregated value • Price		
e)	Date of the transaction	12 October 2023	
f)	Place of the transaction	London Stock Exchange (XLON)	

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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)
		£24.06	71
d)	Aggregated information • Aggregated value • Price	N/A (Single Transaction)	
e)	Date of the transaction	12 October 2023	
f)	Place of the transaction	London Stock Exchange (XLON)	