

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

<b>1</b>	<b>Details of the person discharging managerial responsibilities (PDMR)/person closely associated with them (PCA)</b>		
a)	Name	Mike Rogers	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Chair/PDMR	
b)	Initial notification/Amendment	Initial Notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	Admiral Group plc	
b)	LEI	213800FGVM7Z9EJB2685	
<b>4</b>	<b>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</b>		
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 Share Acquisition Agreement entered into on 14 June 2023	
c)	Prices(s) and volume(s)	<b>Price(s)</b>	<b>Volume(s)</b>
		GBP £30.1813	4,000
d)	Aggregated information		
	• Aggregated value	N/A	
	• Price	N/A	
e)	Date of the transaction	16 August 2024	
f)	Place of the transaction	London Stock Exchange (XLON)	