

**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   | Costantino Moretti   |                  |
| <b>2</b> | <b>Reason for the notification</b>   |  |                  |
| a)       | Position/status  | Head of International Insurance/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  | Vesting of 50 ordinary shares awarded on 1 September 2021 under the Share Incentive Plan (SIP) equivalent scheme for international managers. |                  |
| c)       | Prices(s) and volume(s)  | <b>Price(s)</b>  | <b>Volume(s)</b> |
|          |  | GBP Â£29.10  | 50               |
| d)       | Aggregated information <ul style="list-style-type: none"> <li>• Aggregated value</li> <li>• Price</li> </ul>   | Â N/A  |                  |
| e)       | Date of the transaction  | 2 September 2024   |                  |
| f)       | Place of the transaction   | London Stock Exchange (XLON)   |                  |