

TR-1: Standard form for notification of major holdings

**1. Issuer Details**

**ISIN**

GB00BY9D0Y18

**Issuer Name**

DIRECT LINE INSURANCE GROUP PLC

**UK or Non-UK Issuer**

UK

**2. Reason for Notification**

An acquisition or disposal of voting rights

**3. Details of person subject to the notification obligation**

**Name**

UBS Group AG - Investment Bank & Global Wealth Management

**City of registered office (if applicable)**

London

**Country of registered office (if applicable)**

United Kingdom

**4. Details of the shareholder**

Name	City of registered office	Country of registered office
UBS AG	London	United Kingdom

**5. Date on which the threshold was crossed or reached**

15-Apr-2025

**6. Date on which Issuer notified**

17-Apr-2025

**7. Total positions of person(s) subject to the notification obligation**

	% of voting rights attached to shares (total of 8.A)	% of voting rights through financial instruments (total of 8.B 1 + 8.B 2)	Total of both in % (8.A + 8.B)	Total number of voting rights held in issuer
Resulting situation on the date on which threshold was crossed or reached	4.750480	0.291871	5.042351	66124799
Position of previous notification (if applicable)	5.854843	0.000028	5.854871	

**8. Notified details of the resulting situation on the date on which the threshold was crossed or reached**

**8A. Voting rights attached to shares**

**8A. Voting rights attached to shares**

Class/Type of shares ISIN code(if possible)	Number of direct voting rights (DTR5.1)	Number of indirect voting rights (DTR5.2.1)	% of direct voting rights (DTR5.1)	% of indirect voting rights (DTR5.2.1)
GB00BY9D0Y18		62297236		4.750480
Sub Total 8.A	62297236		4.750480%	

**8B1. Financial Instruments according to (DTR5.3.1R.(1) (a))**

Type of financial instrument	Expiration date	Exercise/conversion period	Number of voting rights that may be acquired if the instrument is exercised/converted	% of voting rights
Right to Recall of Lent Shares		At any time	3827125	0.291838
Sub Total 8.B1			3827125	0.291838%

**8B2. Financial Instruments with similar economic effect according to (DTR5.3.1R.(1) (b))**

Type of financial instrument	Expiration date	Exercise/conversion period	Physical or cash settlement	Number of voting rights	% of voting rights
Equity Swaps	13/06/2025 - 24/06/2025		Cash	438	0.000033
Sub Total 8.B2				438	0.000033%

**9. Information in relation to the person subject to the notification obligation**

2. Full chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held starting with the ultimate controlling natural person or legal entities (please add additional rows as necessary)

Ultimate controlling person	Name of controlled undertaking	% of voting rights if it equals or is higher than the notifiable threshold	% of voting rights through financial instruments if it equals or is higher than the notifiable threshold	Total of both if it equals or is higher than the notifiable threshold
UBS Group AG (Chain 1)				
UBS Group AG (Chain 1)	UBS AG	4.750460		5.042331%
UBS Group AG (Chain 2)				
UBS Group AG (Chain 2)	UBS AG	4.750460		5.042331%
UBS Group AG (Chain 2)	UBS Europe SE			

**10. In case of proxy voting**

**Name of the proxy holder**

**The number and % of voting rights held**

**The date until which the voting rights will be held**

**11. Additional Information**

--

**12. Date of Completion**

17-Apr-2025
-------------

**13. Place Of Completion**

Zurich, Switzerland
---------------------

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [rns@seg.com](mailto:rns@seg.com) or visit [www.rns.com](http://www.rns.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

HOLIRMATMTTBIA