

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**

16-Apr-2025

**6. Date on which Issuer notified**

22-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	6.206491	0.000033	6.206524	81391621
Position of previous notification (if applicable)	4.750480	0.291871	5.042351	

**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		81391189		6.206491
Sub Total 8.A	81391189		6.206491%	

**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
Sub Total 8.B1				

**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	432	0.000033
Sub Total 8.B2				432	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	6.206491		6.206524%

**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**

22-Apr-2025

**13. Place Of Completion**

Zurich, Switzerland

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