

**DIRECT LINE INSURANCE GROUP PLC ("DLG")**

**Notification and public disclosure of transactions by persons discharging managerial responsibilities ("PDMRs") and persons closely associated with them**

**25 APRIL 2025**

The following disclosures are made in accordance with the UK Market Abuse Regulation.

1	Details of the person discharging managerial responsibilities / person closely associated							
a)	Name	Dhruv Gahlaut						
2	Reason for the notification							
a)	Position/status	Chief Strategy and Investor Relations Officer / PDMR						
b)	Initial notification /Amendment	Initial Notification						
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor							
a)	Name	Direct Line Insurance Group plc						
b)	LEI	213800FF2R23ALJQOP04						
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted							
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 10 <sup>10</sup> / <sub>11</sub> pence ("Shares")  GB00BY9D0Y18						
b)	Nature of the transaction	(i) Vesting of Shares granted in September 2024 (as nil cost options) under the DLG Restricted Shares Plan ("RSP.") The number of Shares vesting includes additional dividend equivalent Shares, in accordance with the rules of the RSP;  (ii) Sale of Shares to cover the costs of exercise including tax and dealing costs; and  (iii) Sale of Shares from the remaining balance.						
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>(i) Nil</td><td>29,091</td></tr><tr><td>(ii) &amp; (iii) £2.78</td><td>29,091</td></tr></table>	Price(s)	Volume(s)	(i) Nil	29,091	(ii) & (iii) £2.78	29,091
Price(s)	Volume(s)							
(i) Nil	29,091							
(ii) & (iii) £2.78	29,091							
d)	Aggregated information  - Aggregated volume	Not applicable						

	- Aggregated price	
e)	Date of the transaction	25 April 2025
f)	Place of the transaction	(i) Off market (ii) & (iii) The London Stock Exchange (XLON)

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Dhruv Gahlaut				
2	Reason for the notification					
a)	Position/status	Chief Strategy and Investor Relations Officer / PDMR				
b)	Initial notification /Amendment	Initial Notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	Direct Line Insurance Group plc				
b)	LEI	213800FF2R23ALJQOP04				
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted					
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 10 <sup>10</sup> / <sub>11</sub> pence ("Shares")  GB00BY9D0Y18				
b)	Nature of the transaction	Sale of Shares.				
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£2.78</td><td>5,535</td></tr></table>	Price(s)	Volume(s)	£2.78	5,535
Price(s)	Volume(s)					
£2.78	5,535					
d)	Aggregated information  - Aggregated volume  - Aggregated price	Not applicable				
e)	Date of the transaction	25 April 2025				
f)	Place of the transaction	The London Stock Exchange (XLON)				

For any enquiries relating to this announcement, please contact:

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LEI: 213800FF2R23ALJQOP04

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