

DIRECT LINE INSURANCE GROUP PLC ("DLG")

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

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	Adam Winslow ("AW") Jane Poole ("JP") Marion Bown ("MB") Dhruv Gahlaut ("DG") Hugh Hensing ("HH") Lucy Johnson ("LJ") Martin Milliner ("MM") Craig Thornton ("CT") Angela Yotov ("AY")
2	Reason for the notification	
a)	Position/status	AW - Chief Executive Officer/PDMR JP - Chief Financial Officer/PDMR MB - Chief Risk Officer/PDMR DG - Chief Strategy and Investor Relations Officer/PDMR HH - Chief Operating Officer/PDMR LJ - Managing Director, Motor/PDMR MM - Managing Director, Claims/PDMR CT - Managing Director, Home and Growth/PDMR AY- General Counsel/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 ¹⁰ / ₁₁ pence ("Shares") GB00BY9D0Y18
b)	Nature of the transaction	Purchase of Shares and the allocation of one Share for every two Shares purchased under the Buy As You Earn Plan. Under this transaction the following Partnership Shares were purchased and Matching Shares were acquired for each PDMR. This was a non-discretionary transaction.

c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s) of Partnership Shares</td></tr><tr><td></td><td>AW - 53</td></tr></table>	Price(s)	Volume(s) of Partnership Shares		AW - 53
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		<table><tr><td>Price(s)</td><td>Volume(s) of Matching Shares</td></tr><tr><td rowspan="8">Nil</td><td>AW - 26</td></tr><tr><td>JP - 27</td></tr><tr><td>MB - 27</td></tr><tr><td>DG - 27</td></tr><tr><td>HH - 26</td></tr><tr><td>LJ - 27</td></tr><tr><td>MM - 27</td></tr><tr><td>CT - 27</td></tr><tr><td>AY - 26</td></tr></table>	Price(s)	Volume(s) of Matching Shares	Nil	AW - 26	JP - 27	MB - 27	DG - 27	HH - 26	LJ - 27	MM - 27	CT - 27	AY - 26								
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d)	Aggregated information	<table><tr><td>Price(s)</td><td>Volume</td></tr><tr><td>£1.881</td><td>AW - 79</td></tr><tr><td>£1.857</td><td>JP - 80</td></tr><tr><td>£1.857</td><td>MB - 80</td></tr><tr><td>£1.869</td><td>DG - 81</td></tr><tr><td>£1.881</td><td>HH - 79</td></tr><tr><td>£1.869</td><td>LJ - 81</td></tr><tr><td>£1.857</td><td>MM - 80</td></tr><tr><td>£1.857</td><td>CT - 80</td></tr><tr><td>£1.881</td><td>AY - 79</td></tr></table>	Price(s)	Volume	£1.881	AW - 79	£1.857	JP - 80	£1.857	MB - 80	£1.869	DG - 81	£1.881	HH - 79	£1.869	LJ - 81	£1.857	MM - 80	£1.857	CT - 80	£1.881	AY - 79
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e)	Date of the transaction	28 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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Company Secretary

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