

**NOTIFICATION OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM**

|    |                                                                                                                                                                                               |                                                                                                     |           |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|-----------|
| 1  | Details of the person discharging managerial responsibilities (PDMR)/person closely associated with them (PCA)                                                                                |                                                                                                     |           |
| a) | Name                                                                                                                                                                                          | Michael Brierley                                                                                    |           |
| 2  | Reason for the notification                                                                                                                                                                   |                                                                                                     |           |
| a) | Position/status                                                                                                                                                                               | Non-Executive Director/PDMR                                                                         |           |
| b) | Initial notification/Amendment                                                                                                                                                                | Initial Notification                                                                                |           |
| 3  | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor                                                                                 |                                                                                                     |           |
| a) | Name                                                                                                                                                                                          | Admiral Group plc                                                                                   |           |
| b) | LEI                                                                                                                                                                                           | 213800FGVM7Z9EJB2685                                                                                |           |
| 4  | 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 |                                                                                                     |           |
| a) | Description of the financial instrument, type of instrument<br><br>Identification code                                                                                                        | Ordinary Shares<br><br>GB00B02J6398                                                                 |           |
| b) | Nature of the transaction                                                                                                                                                                     | Acquisition of shares pursuant to a dividend reinvestment trading plan entered into on 17 May 2020. |           |
| c) | Prices(s) and volume(s)                                                                                                                                                                       | Price(s)                                                                                            | Volume(s) |
|    |                                                                                                                                                                                               | £32.69<br>£32.72                                                                                    | 4<br>24   |
| d) | Aggregated information <ul style="list-style-type: none"><li>Aggregated volume</li><li>Price</li></ul>                                                                                        | 28<br><br>£32.71                                                                                    |           |
| e) | Date of the transaction                                                                                                                                                                       | 14 July 2025 and 15 July 2025                                                                       |           |
| f) | Place of the transaction                                                                                                                                                                      | London Stock Exchange (XLON)                                                                        |           |

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|    |                                                                                                                                                                                               |                                                           |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|
| 1  | Details of the person discharging managerial responsibilities (PDMR)/person closely associated with them (PCA)                                                                                |                                                           |
| a) | Name                                                                                                                                                                                          | Rachel Brierley                                           |
| 2  | Reason for the notification                                                                                                                                                                   |                                                           |
| a) | Position/status                                                                                                                                                                               | Wife of Non-Executive Director/PDMR, Michael Brierley/PCA |
| b) | Initial notification/Amendment                                                                                                                                                                | Initial Notification                                      |
| 3  | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor                                                                                 |                                                           |
| a) | Name                                                                                                                                                                                          | Admiral Group plc                                         |
| b) | LEI                                                                                                                                                                                           | 213800FGVM7Z9EJB2685                                      |
| 4  | 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 |                                                           |
| a) | Description of the financial instrument, type of instrument                                                                                                                                   | Ordinary Shares                                           |

|    |                                                                                                               |                                                                                                     |                  |
|----|---------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|------------------|
|    | Identification code                                                                                           | GB00B02J6398                                                                                        |                  |
| b) | Nature of the transaction                                                                                     | Acquisition of shares pursuant to a dividend reinvestment trading plan entered into on 17 May 2020. |                  |
| c) | Prices(s) and volume(s)                                                                                       | <b>Price(s)</b>                                                                                     | <b>Volume(s)</b> |
|    |                                                                                                               | Â£32.72                                                                                             | 134              |
| d) | Aggregated information <ul style="list-style-type: none"> <li>• Aggregated volume</li> <li>• Price</li> </ul> | N/A (Single Transaction)                                                                            |                  |
| e) | Date of the transaction                                                                                       | 15 July 2025                                                                                        |                  |
| f) | Place of the transaction                                                                                      | London Stock Exchange (XLON)                                                                        |                  |