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

On 22 September 2022, Milena Mondini De Focatiis (Chief Executive Officer) was awarded 90,000 shares under the Company's Discretionary Free Share Scheme. The award was subject to the Company's performance conditions from 1 January 2022 to 31 December 2024 and 69,057 shares vested on 22 September 2025.

1	Details of the person discharging managerial responsibilities (PDMR)/person closely associated with them (PCA)		
a)	Name	Milena Mondini De Focatiis	
2	Reason for the notification		
a)	Position/status	Chief Executive Officer/PDMR	
b)	Initial notification/Amendment	Initial Notification	
3	Details of the issuer, emission platform, auctioneer or auction moni	allowance market participant, auction tor	
a)	Name	Admiral Group plc	
b)	LEI	213800FGVM7Z9EJ	B2685
4	Details of the transaction(s): secti- instrument; (ii) each type of transact transactions have been conducted		
a)	Description of the financial instrument, type of instrument	Ordinary Shares	
	Identification code	GB00B02J6398	
b)	Nature of the transaction	Vesting of 69,057 shares awarded under the Company's Discretionary Free Share Scheme. 32,457 shares were sold to cover personal tax and national insurance liabilities and 36,600 have been retained.	
c)	Prices(s) and volume(s)	Price(s)	Volume(s)
′		GBP £32.65	32,457
d)	Aggregated information • Aggregated value	N/A	
	Aggregated value		
	• Price		
e)	Date of the transaction	The sale of shares took place as part of a large batch of shares sold by the Employee Benefit Trust on 22 September 2025.	
f)	Place of the transaction	Sale of shares took pauction.	place by way of private

On 22 September 2022, Geraint Jones (Chief Financial Officer) was awarded 52,500 shares under the Company's Discretionary Free Share Scheme. The award was subject to the Company's performance conditions from 1 January 2022 to 31 December 2024 and 40,283 shares vested on 22 September 2025.

1	Details of the person discharging managerial responsibilities (PDMR)/person closely associated with them (PCA)		
a)	Name	Geraint Jones	
2	Reason for the notification		
a)	Position/status	Chief Financial 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	Admiral Group plc	
b)	LEI	213800FGVM7Z9EJB2685	

4	Details of the transaction(s): sectionstrument; (ii) each type of transact transactions have been conducted		
	Description of the financial instrument, type of instrument	Ordinary Shares	
a)			
	Identification code	GB00B02J6398	
b)	Nature of the transaction	Vesting of 40,283 shathe Company's D Share Scheme.	
		18,933 shares were s tax and national insura 21,350 have been ret	
c)	Prices(s) and volume(s)	Price(s)	Volume(s)
	Aggregated information	GBP £32.65 N/A	18,933
d)	Aggregated value Price		
e)	Date of the transaction	The sale of shares too large batch of shares Benefit Trust on 22 So	sold by the Employee
f)	Place of the transaction	Sale of shares took p auction.	lace by way of private

On 22 September 2022, Scott Cargill (Director, Pet, Travel Household) was awarded 18,000 shares under the Company's Discretionary Free Share Scheme. The award was subject to the Company's performance conditions from 1 January 2022 to 31 December 2025 and 15,946 shares vested on 22 September 2025.

1	Details of the person discharging managerial responsibilities (PDMR)/persor		
'	closely associated with them (PCA)		
a)	Name	Scott Cargill	
2	Reason for the notification		
a)	Position/status	Director Pet, Travel &	Household /PDMR
b)	Initial notification/Amendment	Initial Notification	
3	Details of the issuer, emission a platform, auctioneer or auction moni		participant, auction
a)	Name	Admiral Group plc	
b)	LEI	213800FGVM7Z9EJI	B2685
	Details of the transaction(s): section		
4	instrument; (ii) each type of transact transactions have been conducted	ion; (III) each date; (I	v) each place where
a)	Description of the financial instrument, type of instrument	Ordinary Shares	
(a)	Identification code	GB00B02J6398	
b)	Nature of the transaction	Vesting of 15,946 shares awarded under the Company's Discretionary Free Share Scheme. 15,946 shares were sold.	
c)	Prices(s) and volume(s)	Price(s)	Volume(s)
()	i nees(s) and volume(s)	GBP £32.65	15,946
			1

	Aggregated information	N/A
d)	Aggregated valuePrice	
e)	Date of the transaction	The sale of shares took place as part of a large batch of shares sold by the Employee Benefit Trust on the 22 September 2025.
f)	Place of the transaction	Sale of shares took place by way of private auction.

On 22 September 2022, Costantino Moretti (Head of International Insurance) was awarded 22,000 shares under the Company's Discretionary Free Share Scheme. The award was subject to the Company's performance conditions from 1 January 2022 to 31 December 2024 and 18,956 shares vested on 22 September 2025.

1	Details of the person discharging managerial responsibilities (PDMR)/persor closely associated with them (PCA)			
a)	Name	Costantino Moretti		
2	Reason for the notification			
a)	Position/status	Head of International/PDMR		
b)	Initial notification/Amendment	Initial Notification		
3	Details of the issuer, emission a platform, auctioneer or auction moni		illowance market participant, auction or	
a)	Name	Admiral Group plc		
b)	LEI	213800FGVM7Z9EJ	B2685	
4	Details of the transaction(s): secti- instrument; (ii) each type of transact transactions have been conducted	ion; (iii) each date; (i		
a)	Description of the financial instrument, type of instrument	Ordinary Shares		
	Identification code	GB00B02J6398		
b)	Nature of the transaction	Vesting of 18,956 shares awarded under the Company's Discretionary Free Share Scheme. 18,956 shares were sold.		
c)	Prices(s) and volume(s)	Price(s)	Volume(s)	
"	i need(e) and volume(e)	GBP £32.65	18,956	
d)	Aggregated information • Aggregated value • Price	N/A		
e)	Date of the transaction	The sale of shares took place as part of a large batch of shares sold by the Employee Benefit Trust on the 22 September 2025.		
f)	Place of the transaction	Sale of shares took p auction.	lace by way of private	

On 22 September 2022, Alistair Hargreaves (CEO UK Insurance) was awarded 20,000 shares under the Company's Discretionary Free Share Scheme. The award was subject to the Company's performance conditions from 1 January 2022 to 31 December 2024 and 16,833 shares vested on 22 September 2025.

1	Details of the person discharging maclosely associated with them (PCA)	anagerial responsibil	lities (PDMR)/persor
a)	Name	Alistair Hargreaves	
2	Reason for the notification		
a)	Position/status	CEO UK Insurance/PI	DMR
b)	Initial notification/Amendment	Initial Notification	
3	Details of the issuer, emission a platform, auctioneer or auction moni		participant, auction
	Name	Admiral Group plc	
b)	LEI	213800FGVM7Z9EJE	
4	Details of the transaction(s): secti- instrument; (ii) each type of transact transactions have been conducted	ion; (iii) each date; (i	
a)	Description of the financial instrument, type of instrument	Ordinary Shares	
	Identification code	GB00B02J6398	
b)	Nature of the transaction	Vesting of 16,833 shares awarded under the Company's Discretionary Free Share Scheme. 10,942 shares were sold to cover personal tax and national insurance liabilities and 5,891 have been retained.	
c)	Prices(s) and volume(s)	Price(s)	Volume(s)
		GBP £32.65	10,942
d)	Aggregated information • Aggregated value	N/A	
	Price	The colored to the	linka a f
e)	Date of the transaction	The sale of shares too large batch of shares Benefit Trust on the 22	sold by the Employee 2 September 2025.
f)	Place of the transaction	Sale of shares took pl auction.	ace by way of private

On 22 September 2022, Keith Davies (Chief Risk Officer) was awarded 13,800 shares under the Company's Discretionary Free Share Scheme. The award was subject to the Company's performance conditions from 1 January 2022 to 31 December 2024 and 12,722 shares vested on 22 September 2025.

1	Details of the person discharging managerial responsibilities (PDMR)/persor closely associated with them (PCA)		
a)	Name	Keith Davies	
2	Reason for the notification		
a)	Position/status	Chief Risk Officer /PDMR	
b)	Initial notification/Amendment	Initial Notification	
_	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
3			
3 a)			
	platform, auctioneer or auction moni	tor	

	Description of the financial instrument, type of instrument	Ordinary Shares	
a)			
	Identification code	GB00B02J6398	
b)	Nature of the transaction	Vesting of 12,722 sha the Company's D Share Scheme.	
		12,722 shares were s	
c)	Prices(s) and volume(s)	Price(s)	Volume(s)
		GBP £32.65	12,722
	Aggregated information	N/A	
d)	Aggregated value		
	Price		
e)	Date of the transaction	The sale of shares too large batch of shares Benefit Trust on the 22	sold by the Employee
f)	Place of the transaction	Sale of shares took pl auction.	ace by way of private

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1	Details of the person discharging managerial responsibilities (PDMR)/pers		ilities (PDMR)/person
	closely associated with them (PCA)		
a)	Name	Geraint Jones	
2	Reason for the notification		
a)	Position/status	Chief Financial Office	er/PDMR
b)	Initial notification/Amendment	Initial Notification	
3	Details of the issuer, emission		participant, auction
<u> </u>	platform, auctioneer or auction moni	tor	
a)	Name	Admiral Group plc	
b)	LEI	213800FGVM7Z9EJ	B2685
	Details of the transaction(s): section	• • • • • • • • • • • • • • • • • • •	``
4	instrument; (ii) each type of transact transactions have been conducted	ion; (iii) each date; (iv) each place where
		Ordinary Charas	
	Description of the financial instrument, type of instrument	Ordinary Shares	
	type of matument		
a)			
	Identification code		
		GB00B02J6398	
b)	Nature of the transaction	Disposal of Shares	
c)	Prices(s) and volume(s)	Price(s)	Volume(s)
		GBP £32.95	7,500
	Aggregated information	N/A	
d)			
	Aggregated value		
	5.		
	Price		
e)	Date of the transaction	22 September 2025	

f)	Place of the transaction	London Stock Exchange (XLON)
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