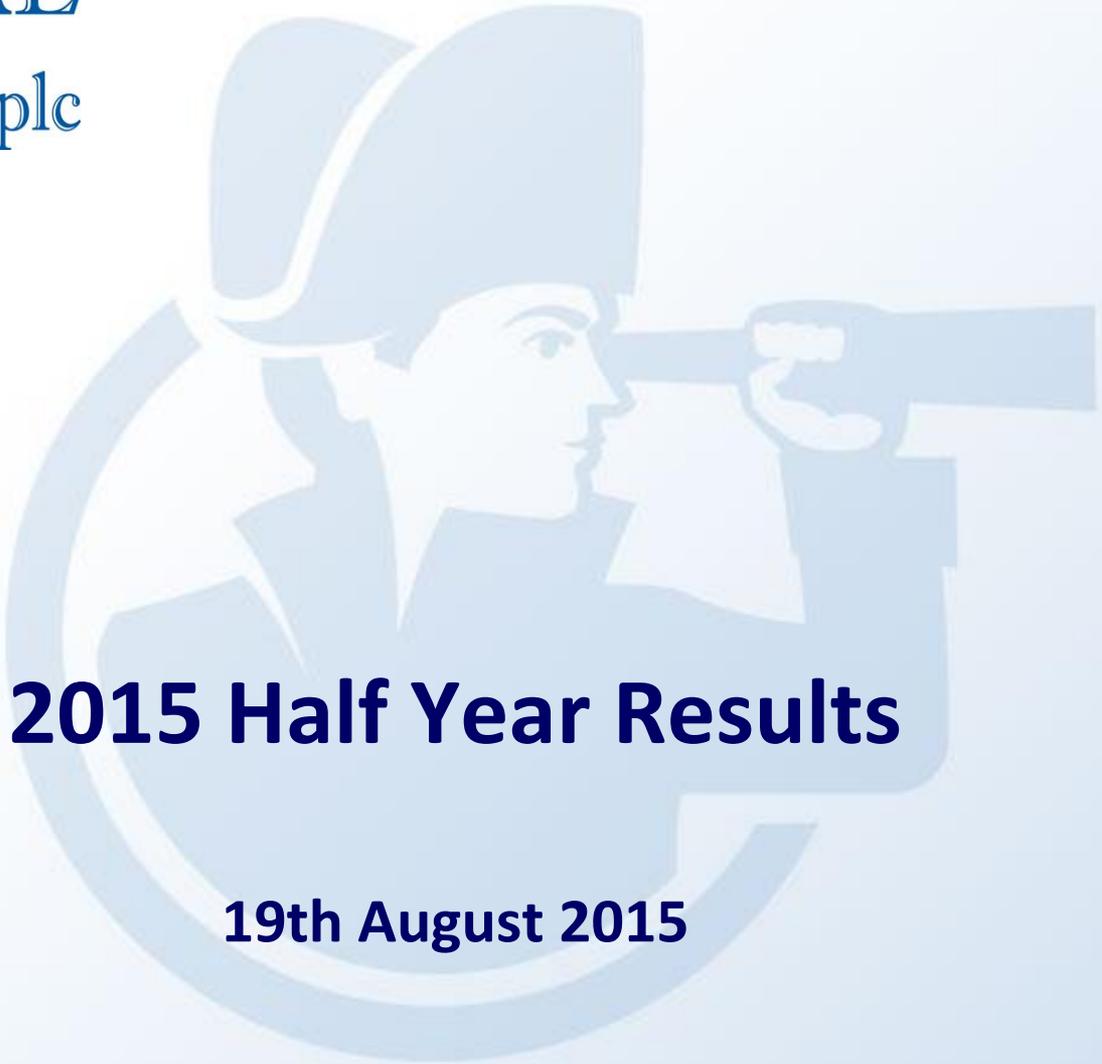


ADMIRAL
GROUP plc



2015 Half Year Results

19th August 2015



Agenda

Group Overview
Italy
US

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Geraint Jones, CFO

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Pascal Gonzalez, L'olivier assurance auto CEO

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Q&A

All





H1 2015 highlights



Note: (1) Profit before tax adjusted to exclude minority interests' share



Group turnover

Group Turnover: £1,058m (H1 2014: £1,037m)



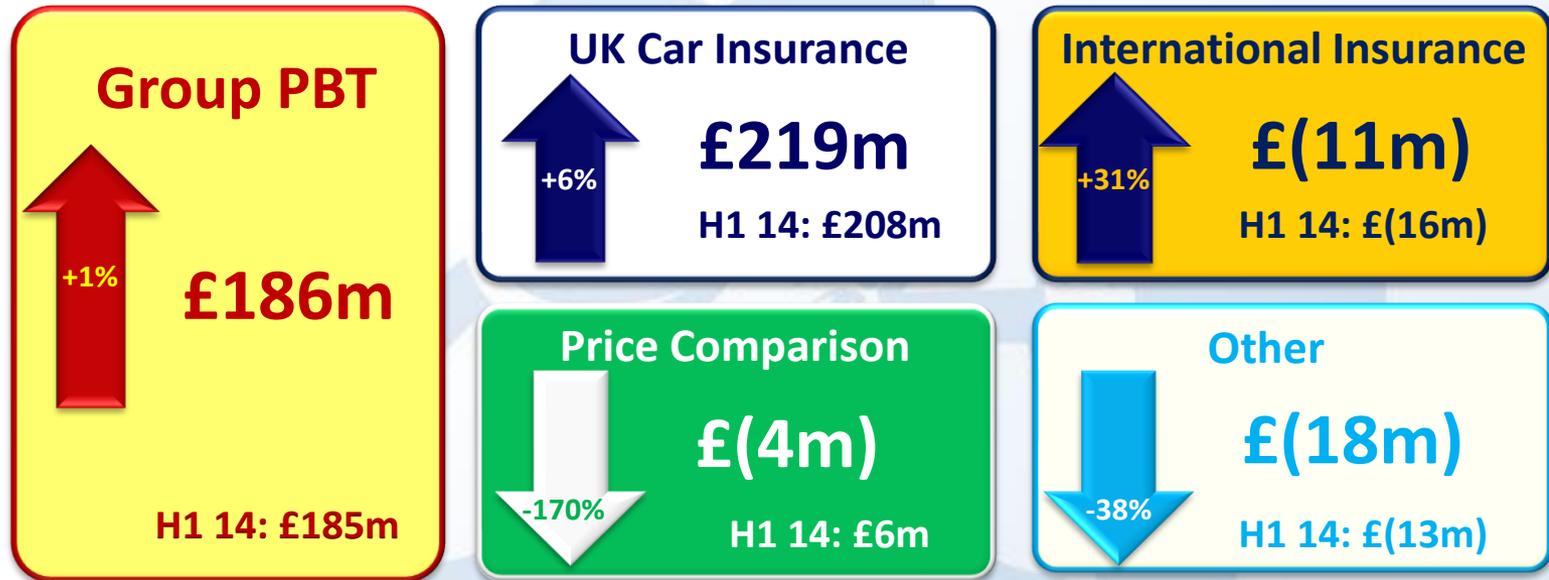


Group Customers: 4.2m (H1 2014: 3.9m)





Group profit before tax

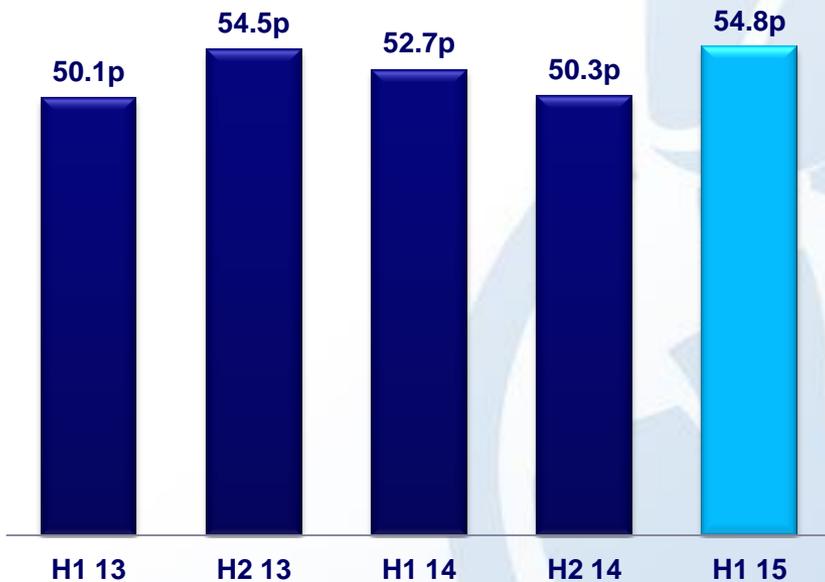


- Strong UK Car Insurance performance mainly due to positive prior years claims experience
- Overall International Car Insurance losses reduced and ConTe made a small profit
- Price Comparison results impacted by ongoing investment in compare.com and lower profit from Confused.com
- UK Household Insurance made a small profit with a significant growth in volume
- Other Group items is mainly share scheme costs and also includes debt financing charge

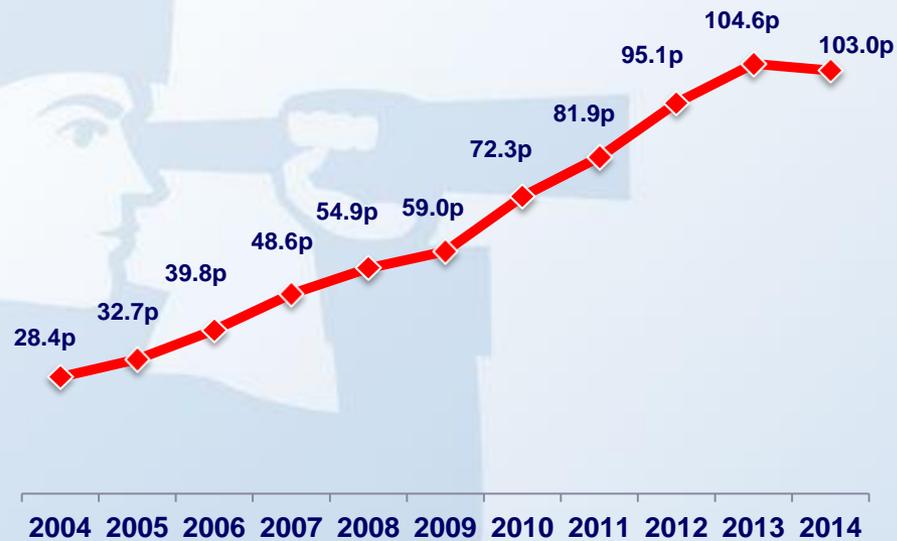


Record interim earnings per share

Earnings per share, half year



Earnings per share, full year



- H1 2015 earnings per share 9% higher than H2 2014
- Record earnings per share for a 6 month period

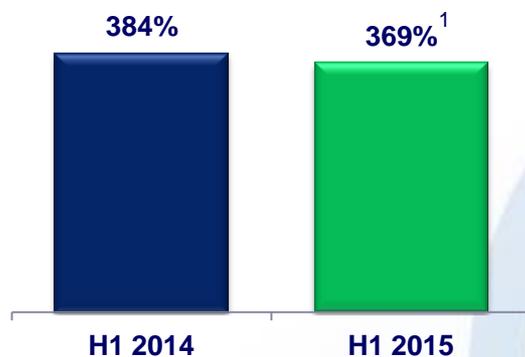


Solvency II and capital requirements

2015

ICAS

IGD coverage



- Group capital requirements for 2015 determined under UK ICAS regime
- Surplus position, after accounting for interim dividend, is in excess of £300m (similar level to 2014 year-end)
- Appropriate to carry large surplus until 2016 position is confirmed
- IGD coverage, post interim dividend = 369% (H1 2014²: 384%)
- Leverage ratio (IFRS basis) after interim dividend of 28%

2016

Solvency II

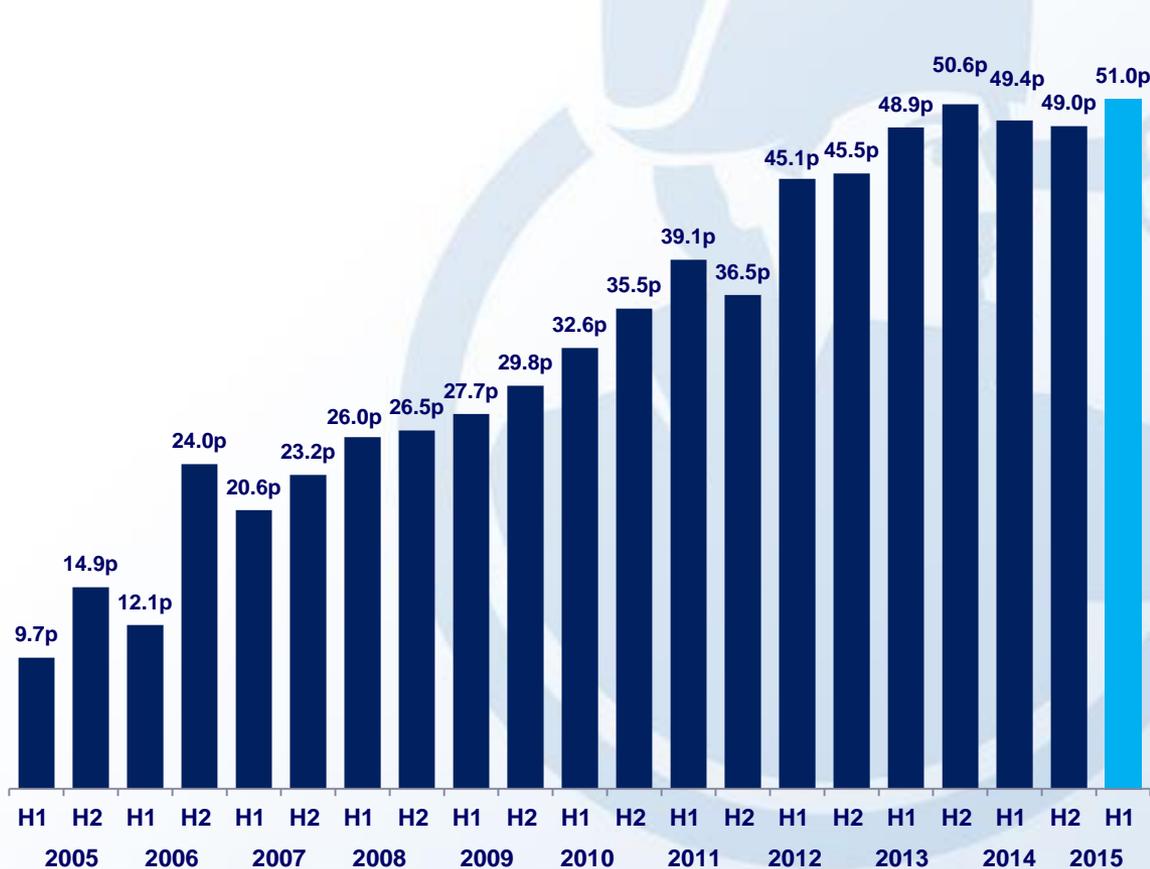
- Group capital requirement will be based on Solvency II standard formula plus a capital add-on (reflecting the limitation of the Standard Formula when applied to Admiral)
- Admiral will apply for the add-on, which requires approval by the PRA
- Admiral will communicate when we receive confirmation (expected timing Q4 2015) and again, in more detail, at the 2015 full year results

Note: (1) Coverage ratio is reduced due to specific changes to the UK GAAP accounting rules in 2015 which result in an increase in the level of disallowable intangible assets.
(2) H1 2014 is restated to include eligible lower tier two capital (issued in July 2014)



Interim dividend of 51.0p per share

Dividend Per Share



- Interim 2015 dividend of 51.0p per share
- Payout ratio of 93%
- Total dividends paid (including H1 2015) since flotation £1.9bn

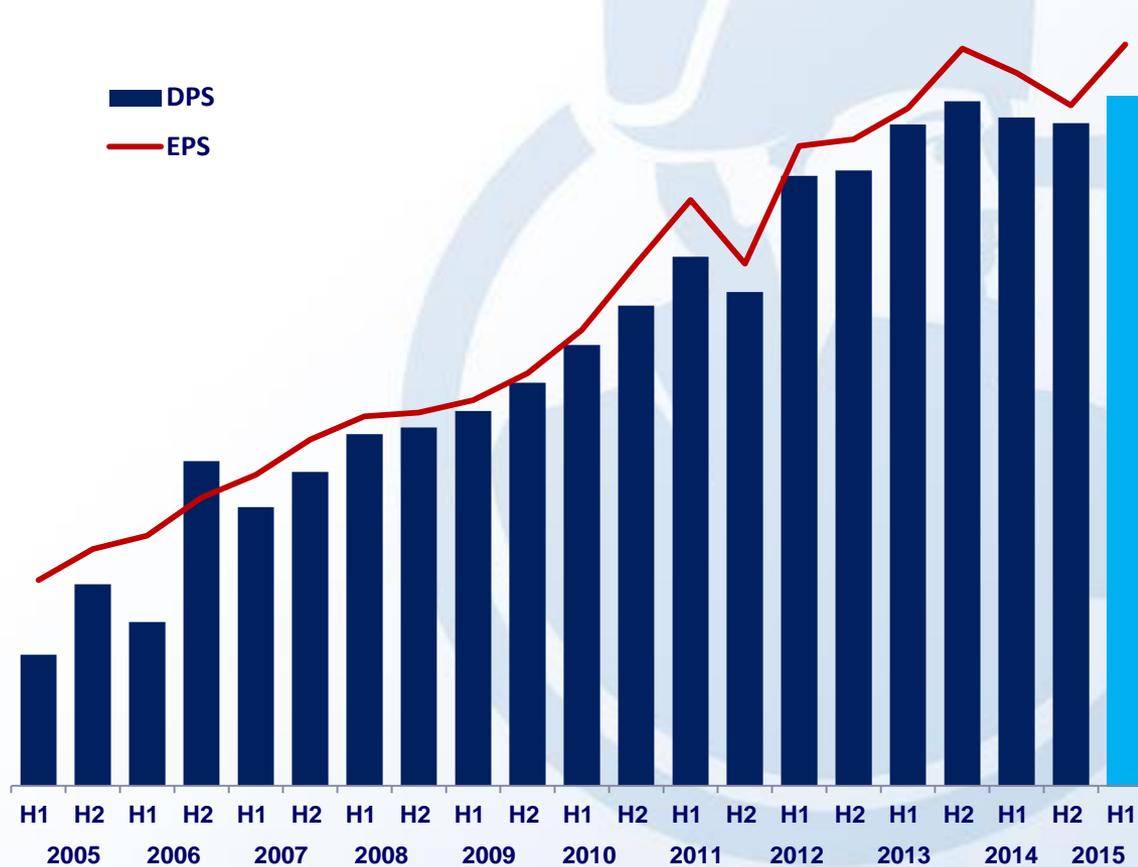
Dividend Dates

- Ex-dividend date: 10 September 2015
- Record date: 11 September 2015
- Payment date: 9 October 2015



Interim dividend of 51.0p per share

Dividend Per Share



- Interim 2015 dividend of 51.0p per share
- Payout ratio of 93%
- Total dividends paid (including H1 2015) since flotation £1.9bn

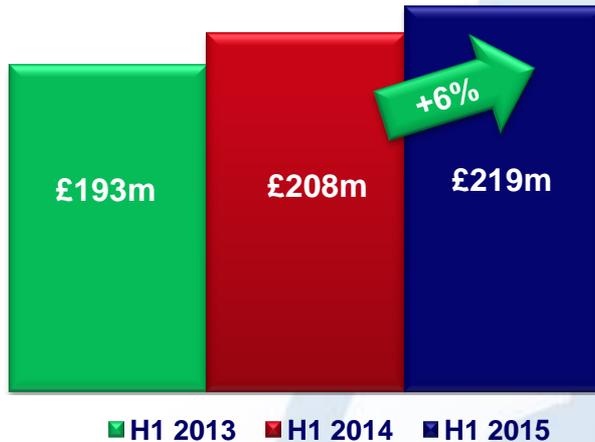
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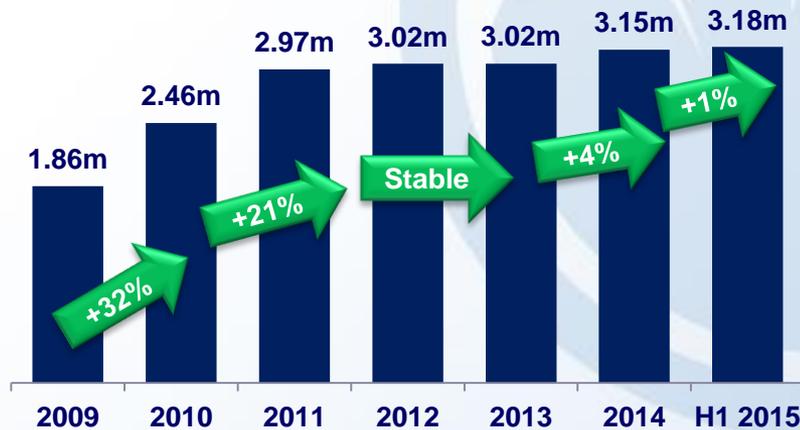
Solid UK car insurance performance

Profit Before Tax



- Profit increased by 6% mainly due to very positive claims experience and higher than average reserve releases
- Despite the large release, reserve margin slightly increased in H1 2015
- Pleasing modest vehicle count growth in H1 2015
- Stable total premiums reflective of prices increases offset by mix changes

Customers



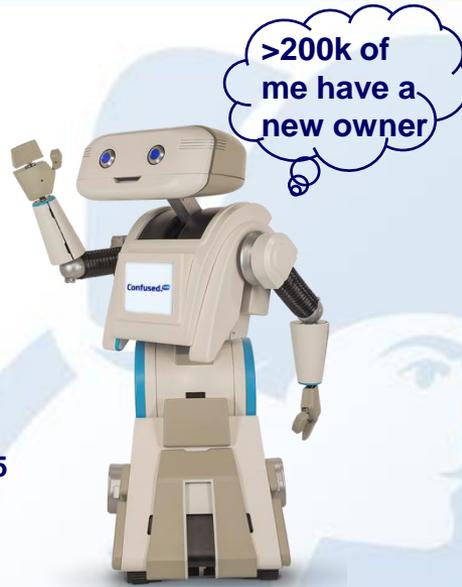
Turnover, Total Premiums Written





Price comparison continues to develop...

Brian Awareness¹



- UK environment remains very competitive for Confused.com but Brian is proving popular with a strong link to brand
- Signs which should increase shopping behaviour and have a positive impact on UK price comparison market:
 - increase in IPT rate
 - market indices indicating price increases in H1 2015
- Price comparison volumes flat
- Confused turnover down, profit more materially down (H1 2015: £5m v H1 2014: £8m)
- Rastreator and LeLynx remain market leaders in Spain and France with a combined profit of £1.6 million
- US market developing and insurers continue to be attracted to the compare.com panel

Rastreator and LeLynx quotes generated



Rastreator and LeLynx turnover



Source: (1) Brand Survey conducted by Morar consulting



Compare.com panel continues to grow



compare.com

Launched: Mar 2013

- ✓ Less effort, more quotes
- ✓ Accurate, real-time quotes
- ✓ Buy in seconds & start saving

ENTER ZIP CODE START COMPARING



Compare.com performance

Marketing spend slower than planned

Insurer adoption accelerates to >50 insurers

Significant improvement in acquisition economics < half 2014 levels

2015 loss¹ projected to be in the £20m-£30m range

Future outlook

Managed growth is projected to delay break-even and further loss expected in 2016

Marketing spend expected to rise in Q4 2015 and Q1 2016

Note: (1) Group share of loss (excluding minority interest's share)



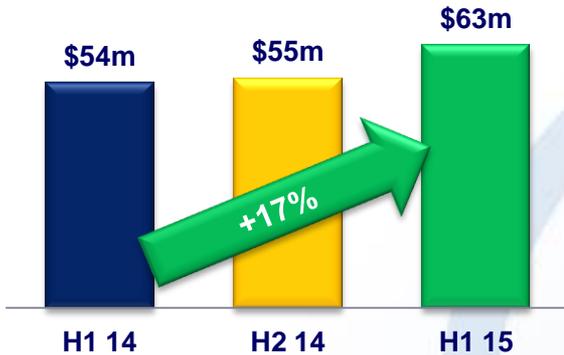
Growth in international car insurance presence



- 14% increase in vehicles from H1 2014
- Progress made in all insurance operations
- Growth in customer numbers across all operations
- International vehicles represent 15% of group vehicles (up from 14% at H1 2014)



Turnover



Vehicles



Market Update

Market rates edging up:

- Frequency up - lower gas prices and unemployment and more miles driven
- Severity up - car sales up 5% and growing proportion of repairs of cars < 3 years old

No change in competitive landscape - significant TV spend on car insurance

Elephant performance

Combined ratio in line with last year

Good growth continuing in current 4 states

Some seasonality in reported loss ratio

Expect to see loss ratio and expense ratio improvements over time

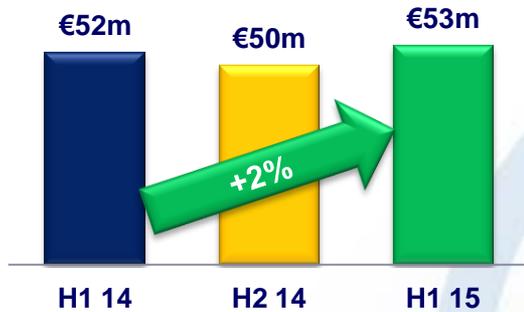
Future outlook

Plenty of opportunity to grow within existing states and potential new states

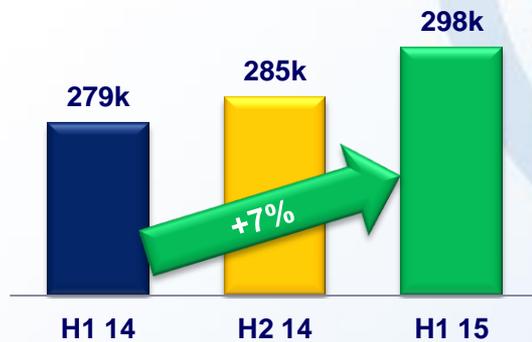
Leveraging price comparison operations for further growth



Turnover



Vehicles



Market Update

91% 2014 market COR

Market stable with first signs of a volume upturn

Strong price reductions continue to be a market trend - 6% down on H1 2014

ConTe performance

First earned profit in 2014

Good development of past underwriting years

300k customers

Future outlook

Good outlook on technical result but high market pressure on revenues

Market price cuts/macroeconomic improvements fostering claims frequency increase should generate cycle turn



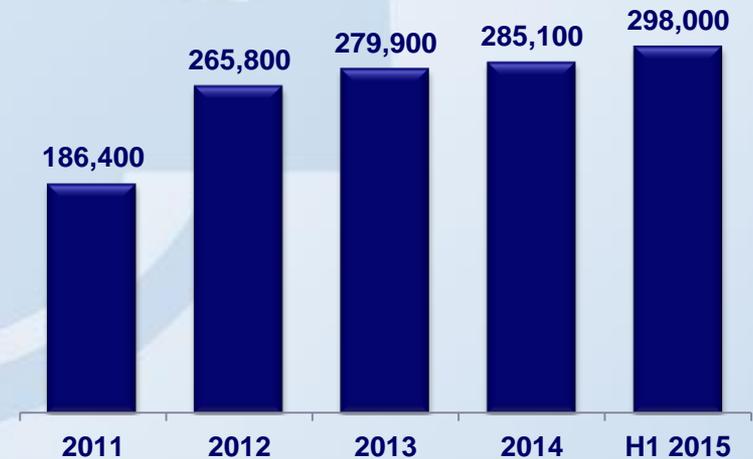
Combined Ratio¹



Total premiums written



Vehicles



2011 2012 2013 2014
 -▲- Reported combined ratio at Dec 2013 -■- Reported combined ratio at Dec 2014
 -◆- Reported combined ratio at H1 2015

Note: (1) Net of ancillary contribution



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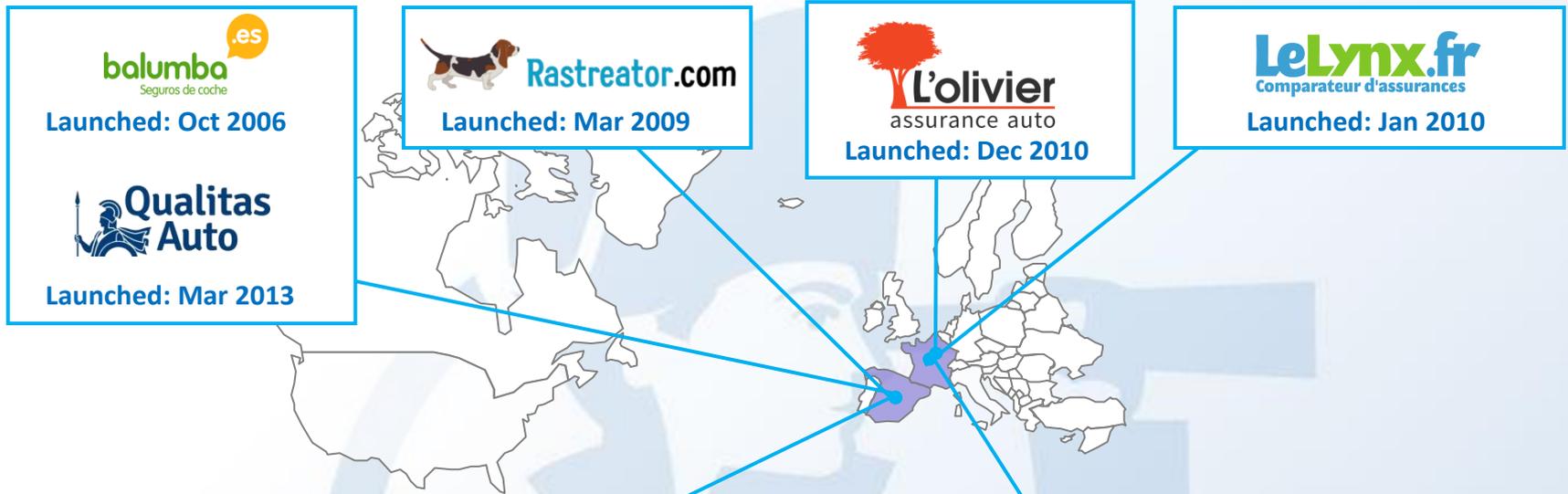
Q&A

All





Spain and France



Cristina Nestares
Admiral Seguros CEO



Pascal Gonzalvez
L'olivier assurance auto CEO



- Market growing after 7 years of decreases
- Profitability continues with a COR of 97% in 2014
- Change in *baremo*, a rating system to assess BI damages, will increase BI costs significantly
- Market hardening expected

New car sales (000s)



Fuel consumption





Rastreator performance

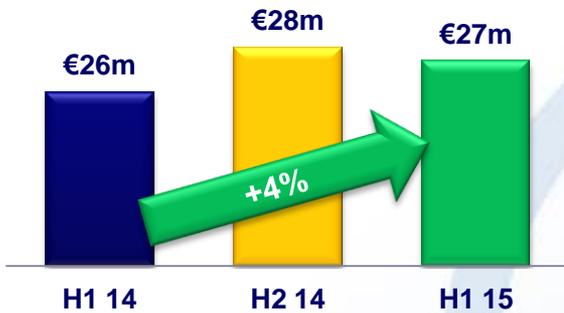
- Focus on achieving objectives:**
- **Preferred Brand Strategy:** strong media investment is delivering an increase in quote base and brand recognition
 - **Multiproduct:** 20% of revenue from products other than car insurance including other insurance, finance, travel and utilities

Future outlook

Rastreator to continue developing a diversified product range
Launch of Seguros.es (July 2015) – Rastreator acquired the url of a recognised TV brand which will be positioned as the expert on insurance comparison



Turnover



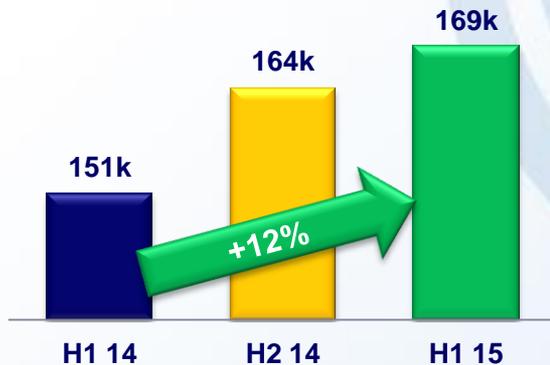
Admiral Seguros performance

Break-even in sight for 2015 but loss ratio dependent

Good and encouraging results for the 2015 LR in the first half of the year

Policy growth continues

Vehicles



Future outlook

Leverage market growth to increase the book

Increase in media spend to raise Qualitas Auto awareness

Continued investment, following favourable market conditions, may result in a reported loss in 2016



Before 2015

OLD REGULATION “LOI CHATEL”

- Switching process was a burden
- Cancellation at the latest 2 months before renewal date or only 20 days after receiving renewal letter
- Customer had to send a registered letter from the post office

Since 2015

NEW REGULATION “LOI HAMON”

- Switching process becomes easy
- Cancellation possible any time after 1 year
- New insurer cancels policy on behalf of policyholder

- Full potential will be seen in 2016 as it only applies progressively at renewal dates during 2015
- Awareness of new law is good but understanding is limited (more education is needed)



Market aggregator car quotes



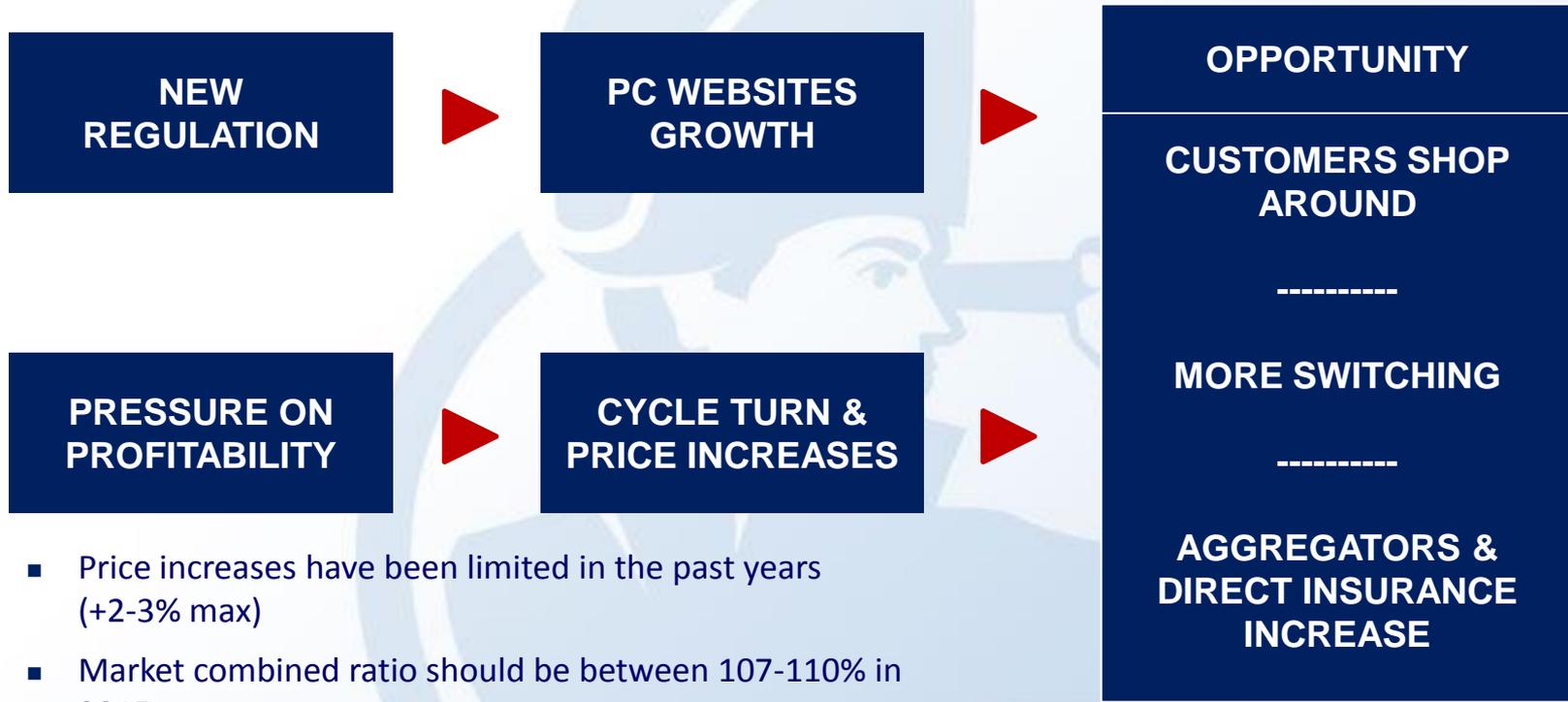
YTD June 2015 vs last year

Car quotes on aggregators

+17%

Car insurance Google queries

+16%



- Price increases have been limited in the past years (+2-3% max)
- Market combined ratio should be between 107-110% in 2015

- Currently high market retention (approx 85%)
- Yet, 3 points retention decrease is approx 1 million potential new customers



LeLynx.fr
 Comparateur d'assurances

Launched: Jan 2010
 Break-even: 2013

COMPARER >



LeLynx performance

Increased marketing investment: new TV campaign (+100% investment on TV) and significant PR activity to take advantage of the law change

LeLynx is clear leader of market

LeLynx quotes +50% in 2014

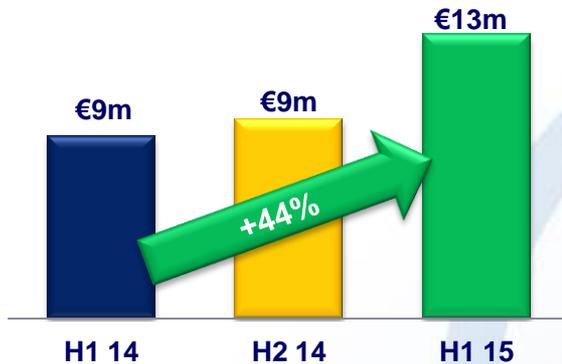
Future outlook

Further communication to educate market on new law

New product launch in Q4 2015 to offer SME insurance comparison tools



Turnover



L'olivier performance

Built solid business foundations - from in-sourcing of operations to modernisation of IT infrastructure

Improvement in operational efficiency

Clear competitive advantage in pricing (sophisticated tariff and very flexible processes)

Good technical results

Vehicles



Future outlook

Invest in branding and awareness (TV advertising starting in Sept 2015)

Product improvement and innovation

Accelerate growth to become a "well-known" quality direct insurer



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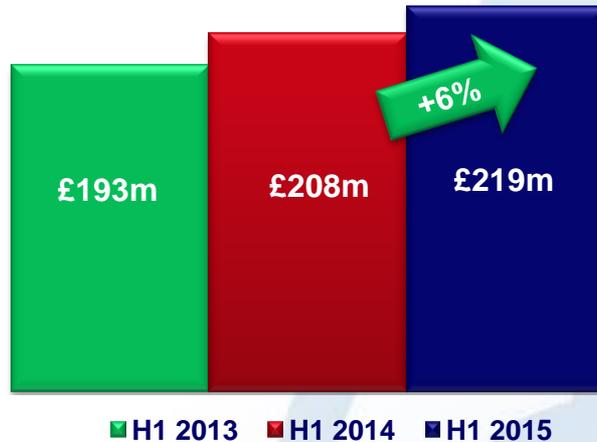
All





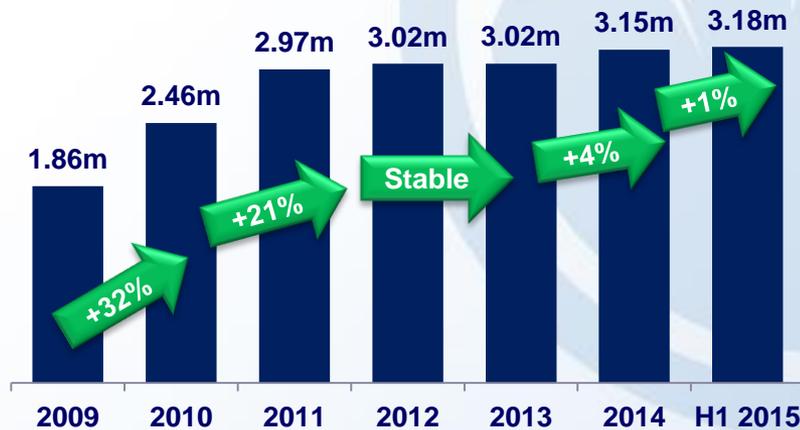
Solid UK car insurance performance

Profit Before Tax

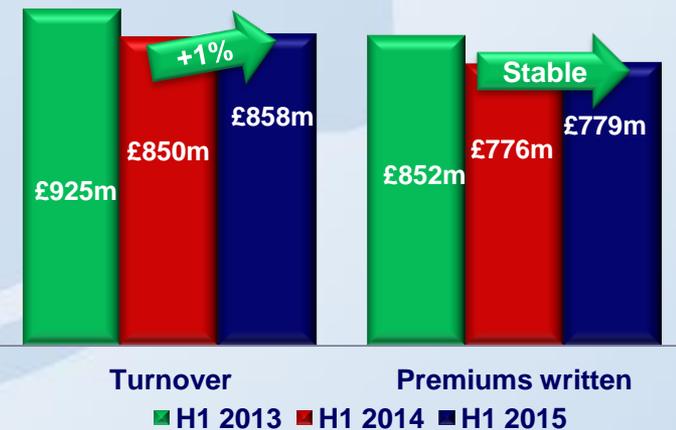


- Profit increased by 6% mainly due to very positive claims experience and higher than average reserve releases
- Despite the large release, reserve margin slightly increased in H1 2015
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Customers



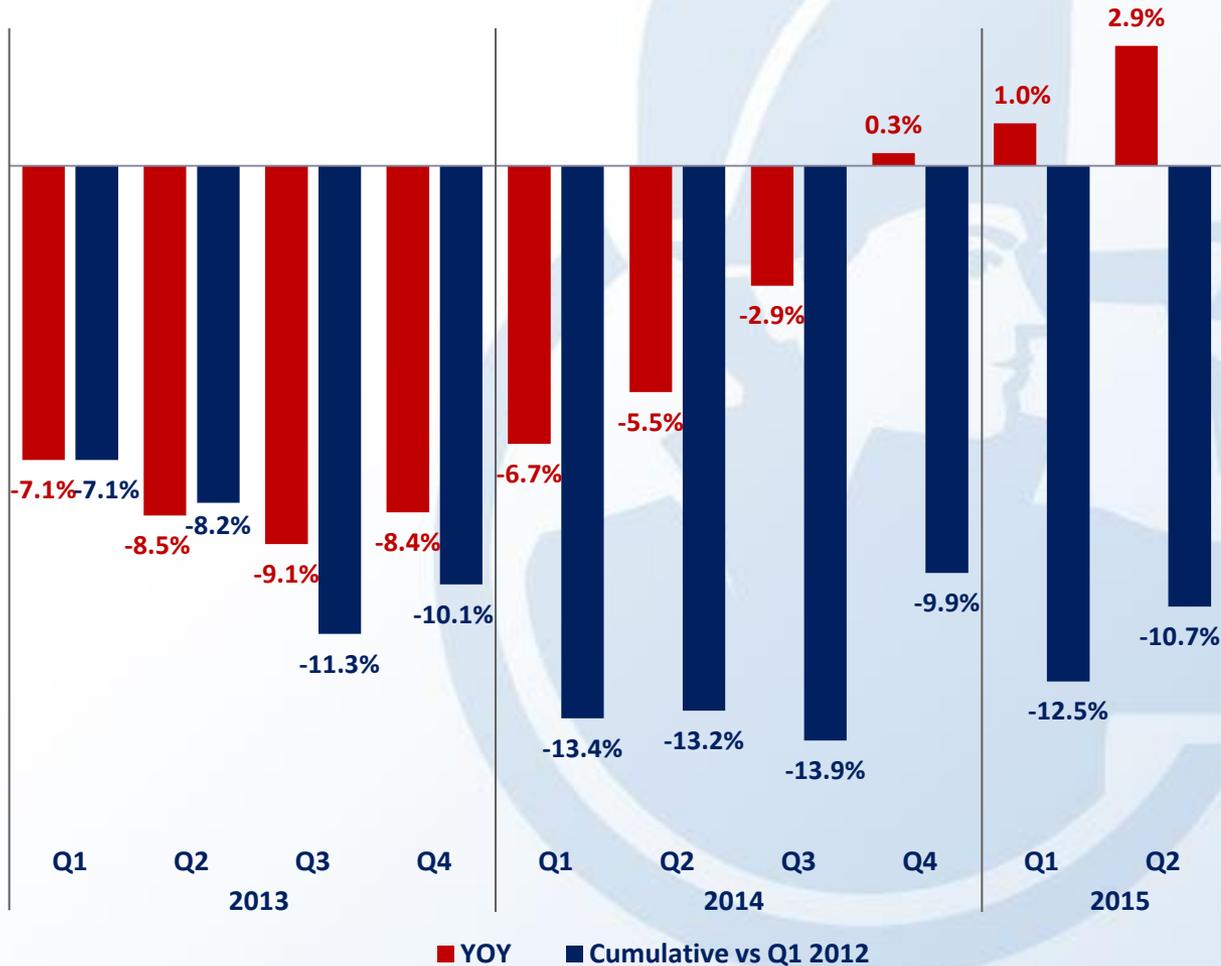
Turnover, Total Premiums Written





UK Car insurance market cycle may be turning

ABI Motor Insurance Premium Tracker



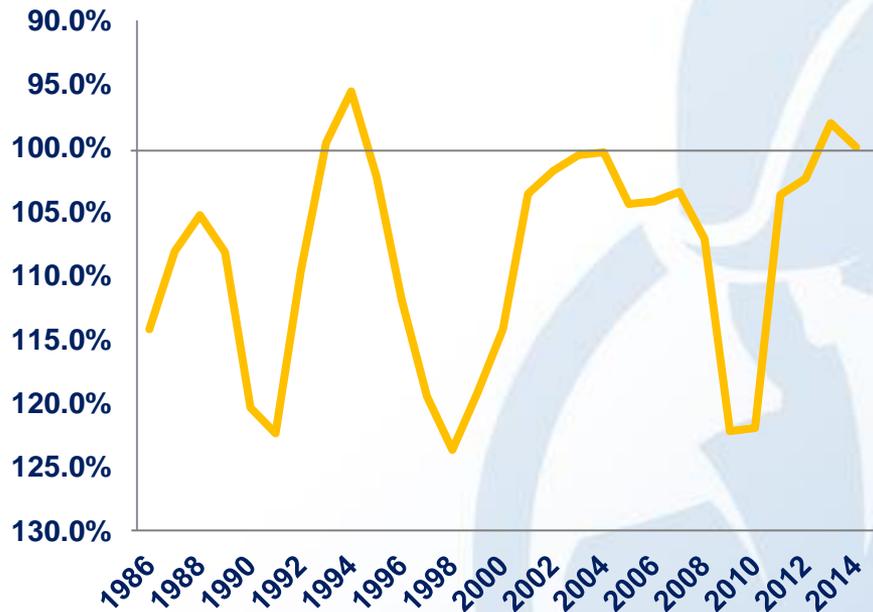
- Market in the process of turning, but bumping along the bottom
- Market claims frequency increased by 3% in Q1 2015
- Admiral price increases from Q2 2014, in advance of market

Source: ABI Motor Insurance Premium Tracker as published on 30th July 2015 (quarterly data, year-on-year change).



End of price reductions may indicate unsustainability of market-wide reserve releases

Private Motor Net Combined Ratio



Private Motor Reserve Releases as % of premium

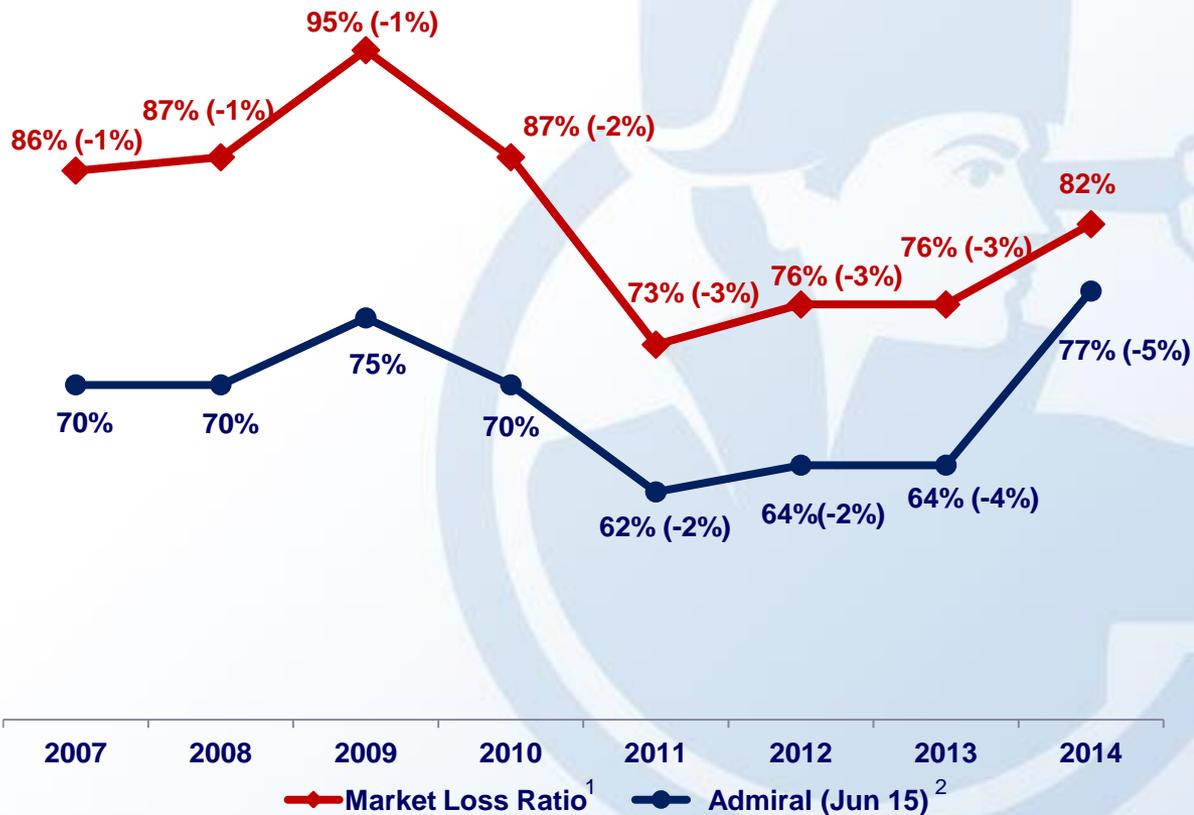


- 'Break-even' relies on record private motor reserve releases
- Highest reserve releases:
 - 2007 - 11.6%
 - 2014 - 13.4%
- Small scale 'exits' suggest increasing pressure (Service, Liberty, RSA Broker)



Admiral has seen further substantial improvements in historic ultimate claims ratios during H1 2015

Projected Ultimate Loss Ratio (Admiral vs Market)



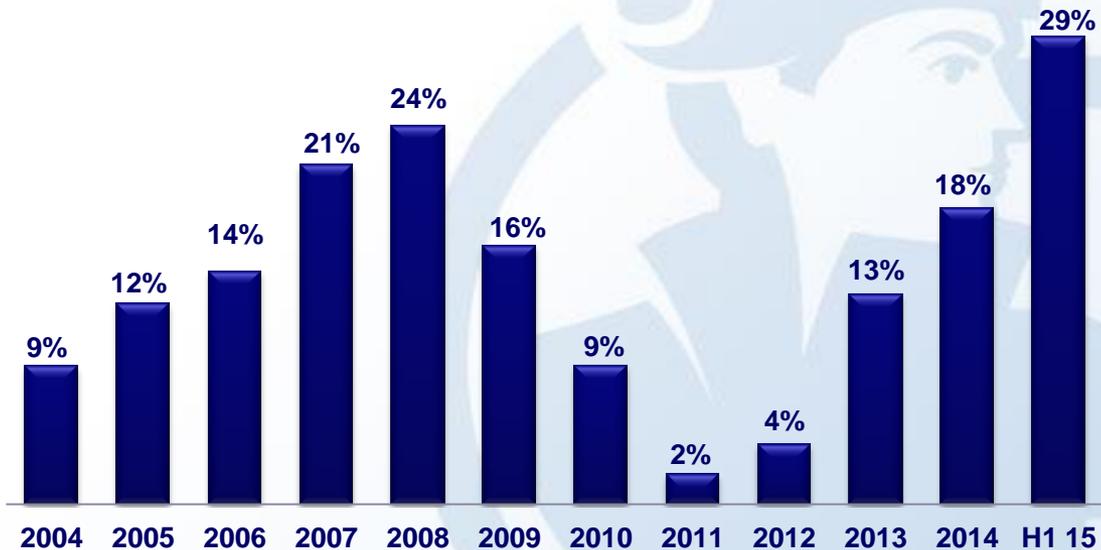
() shows change Dec 14 v Dec 13 () shows change Jun 15 v Dec 14

- Improvements largely driven by better evolution of large BI claims, notably from 2013 and 2014 accident years
- Relatively benign H1 2015
 - Overall frequency and small BI frequency better than the market
 - Relatively fewer new large claims

Note: (1) Analysis of PRA returns as at 31st December 2014. Market excludes Admiral. Loss ratio: accident year. (2) Independent actuarial projection of ultimate loss ratio on accident year basis.



Admiral releases as % of premium

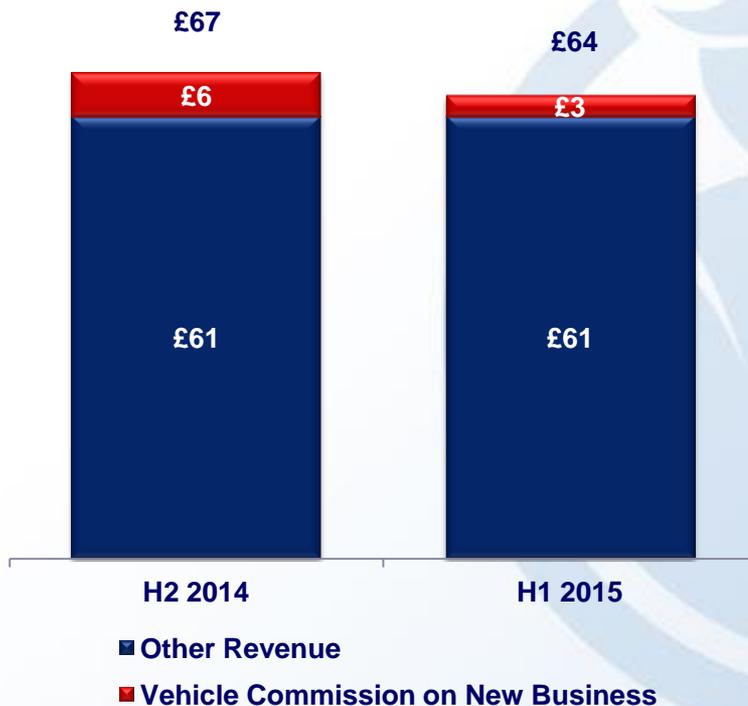


- Record reserve releases reflect very positive evolution of ultimates
- Reserves margin slightly increased versus end 2014
- A similar level of reserve release in H2 2015 would require further large improvements in ultimates



Other Revenue per vehicle slightly lower due to changes in Reinsurer Vehicle Commission

Other Revenue per vehicle ¹



2015 drivers of change

- Reinsurer Vehicle Commission removed for new business policies from January 2015
- Offset by increased future profit commissions

Approach to add-on products

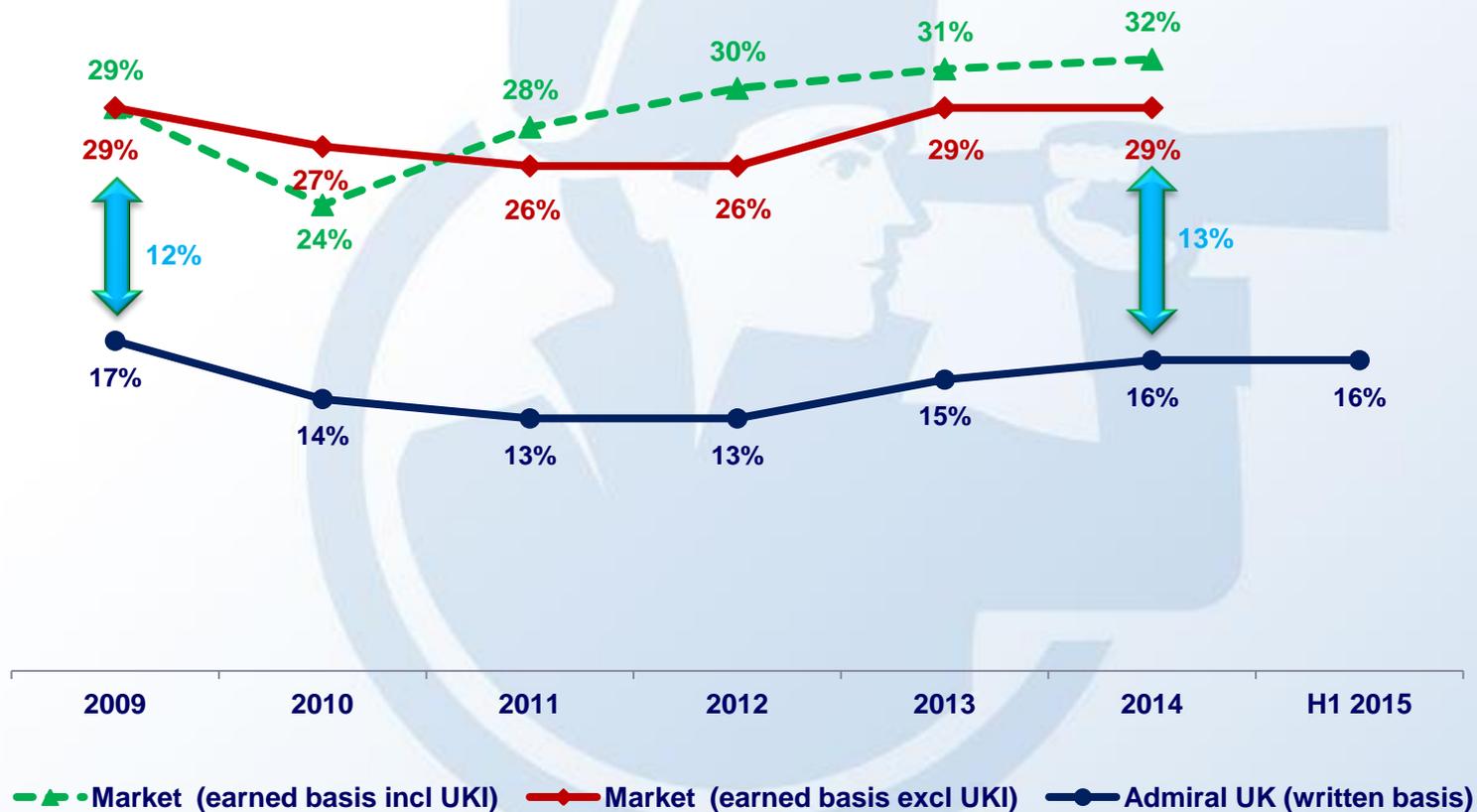
- Invest in product benefits
- In-house underwriting gives control and flexibility
- Strong claims capture and service

Note: (1) Other Revenue per vehicle is calculated as Other Revenue (before internal costs) divided by average active vehicles, rolling twelve month basis.



Admiral is maintaining a strong expense ratio advantage

Admiral¹ and Market² expense ratios

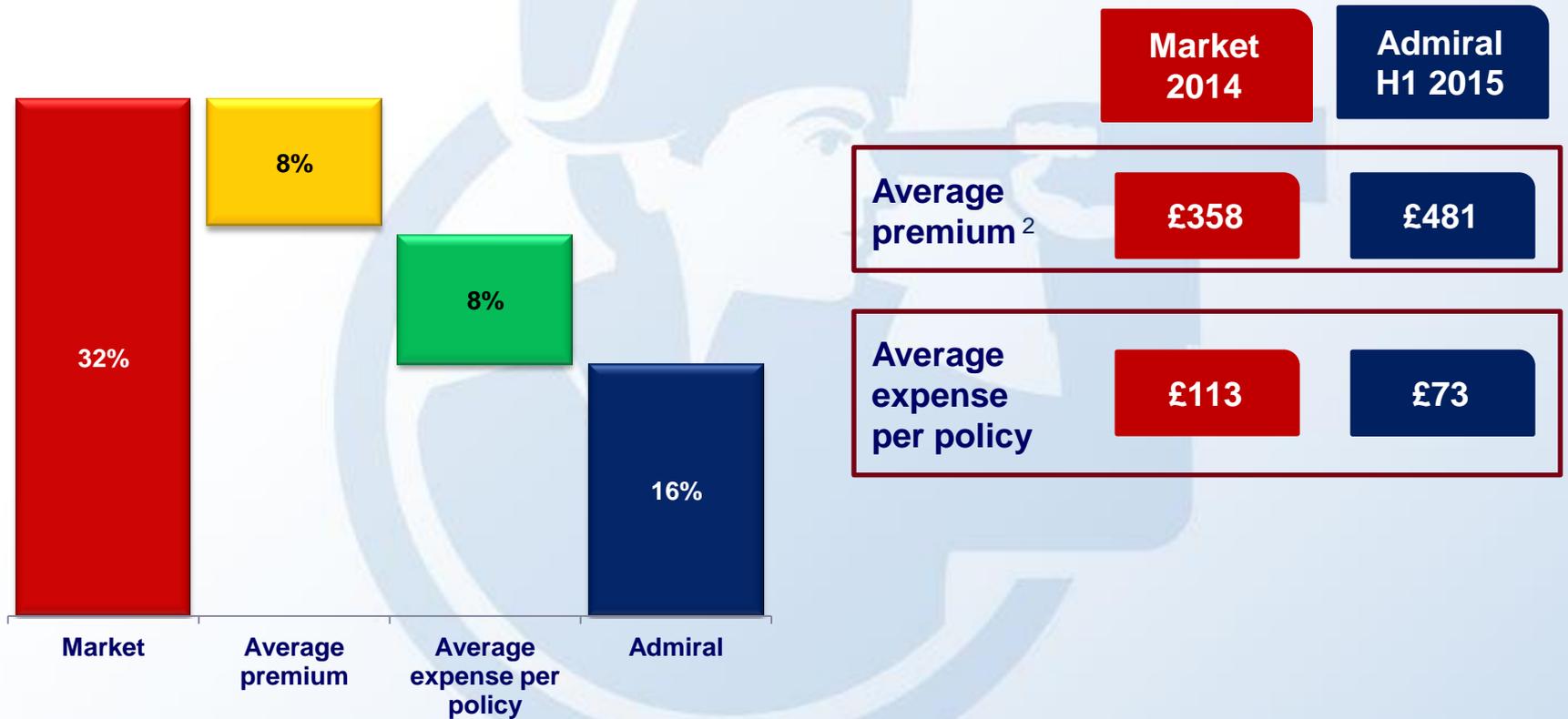


Note: (1) Expenses per policy are on a written basis. (2) Analysis of PRA returns as at 31st December 2014.



Admiral is efficient at servicing a higher premium mix of customers

Expense ratio reconciliation Market¹ versus Admiral



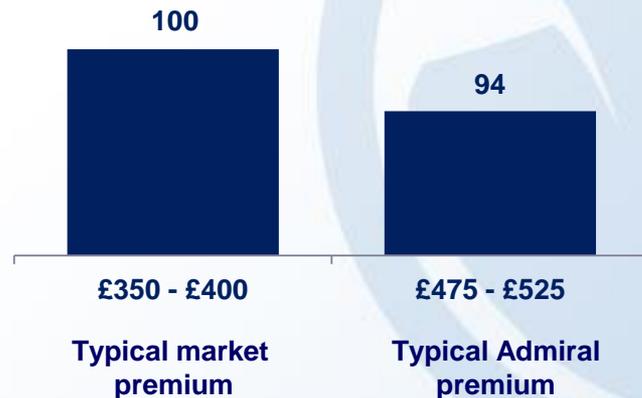
Source: (1) Analysis of PRA returns as at 31st December 2014. (2) ABI Q2 2015 Average Private Comprehensive Motor Insurance Premium



An important part of Admiral's expense ratio advantage is that customers stay with us

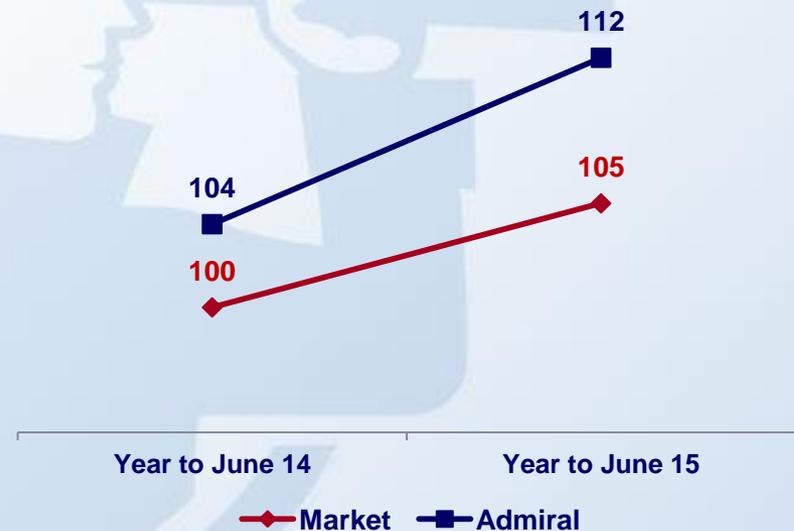
Persistency¹ by premium band

(Indexed £350 - £400 = 100)



Persistency¹ : Admiral versus Market

(Indexed Market, Year to June 14 = 100)



Source: Persistency by premium band is based on Admiral internal information. Persistency versus the market is based on management estimates and Admiral internal data.
Note: (1) Persistency is the proportion of customers who stay a full term and renew for the following terms (both mid term cancellations and lapses at renewal are captured).



So why do Admiral's customers stay?

	2013	2014	H1 2015
SMS feedback received	110,000	270,000	230,000
<i>Following a claim, I would renew with Admiral</i> ‘Yes’ response > 90%	✓	✓	✓
<i>How satisfied were you with our service?</i> Average > 9/10	✓	✓	✓



Source: Management information



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European Business Awards 2015 - Finalist - Employer of the Year

**European Business Awards 2015 - National Champion
United Kingdom (Employer of the Year)**



**5th Sunday Times Best Companies To Work
For (2014: 2nd)**

**Sunday Times Best Companies To Work For
Special Recognition Award 2015**

**4th Great Place to Work Institute UK's Best
Workplaces (2014: 3rd)**



**50th Virginia Business Best Places to
Work 2015**



**4th Great Place to Work Best Workplaces
(2014: 8th)**



**22nd Great Place to Work Best Workplaces
First time entry**



**9th Great Place to Work Best Workplaces
(2014: 11th)**



**Halifax Chamber of Finance Business
of the Year 2015 - Admiral Insurance
Services - Finalist**

Nova Scotia's Top Employers 2015



H1 2015 highlights



Note: (1) Profit before tax adjusted to exclude minority interests' share



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Appendix



Admiral Group Key Performance Indicators

KPI	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	H1 12	H1 13	H1 14	H1 15
Group Financial														
Turnover £m	627	698	808	910	1,077	1,585	2,190	2,215	2,030	1,971	1,169	1,089	1,037	1,058
Customers m	1.1	1.3	1.5	1.7	2.1	2.7	3.4	3.6	3.7	4.1	3,502	3,610	3,940	4,190
Statutory Group pre-tax profit £m	119.5	147.3	182.1	202.5	215.8	265.5	299.1	344.6	370.2	350.7	171.8	181.4	183.3	181.7
Adjusted Group pre-tax profit £m	119.5	147.3	182.1	202.5	215.8	265.8	298.9	344.5	370.2	356.5	171.6	181.6	184.9	186.1
Earnings per share	32.7p	39.8p	48.6p	54.9p	59.0p	72.3p	81.9p	95.1p	104.6p	103.0p	47.3p	50.1p	52.7p	54.8p
Dividend	24.6p	36.1p	43.8p	52.5p	57.5p	68.1p	75.6p	90.6p	99.5p	98.4p	45.1p	48.9p	49.4p	51.0p
UK Car Insurance														
Customers (000)	1,105	1,240	1,382	1,587	1,862	2,459	2,966	3,019	3,021	3,154	3,025	3,016	3,149	3,177
Total premiums £m	533.6	566	617	690.2	804.7	1,237.6	1,728.8	1,748.7	1,553.0	1,453.1	922.8	851.7	776.0	779.0
Reported combined ratio*1	84.9%	87.2%	83.4%	81.0%	84.9%	83.5%	91.9%	90.0%	83.0%	83.0%	89.7%	82.2%	80.2%	75.6%
Other revenue per vehicle £					77	84	84	79	67	67	82	73	67	64
UK car insurance pre-tax profit £m	110.0	121.1	142.2	179.9	206.9	275.8	313.6	372.8	393.9	398.0	183.3	192.7	207.7	219.2
International Car Insurance														
Customers (000)		2.2	46.9	73.7	121.0	195.0	306.0	436.0	515.3	592.6	385.6	481.4	555.6	631.7
Total premiums £m		0.6	14.2	26.0	43.0	71.0	112.5	148.5	168.3	185.4	74.4	85.5	94.1	101.0
Reported combined ratio		-	232%	198%	204%	166%	162%	168%	140%	127%	160%	137%	139%	137%
International car insurance result £m		(0.1)	(0.7)	(4.1)	(9.5)	(8.0)	(9.5)	(24.5)	(22.1)	(19.9)	(8.9)	(10.8)	(15.5)	(11.2)
Price Comparison														
Total revenue £m	12.0	38.5	69.2	66.1	80.6	75.7	90.4	103.5	112.7	107.5	53.3	57.5	57.1	55.2
Operating profit £m	6.9	23.1	36.7	25.6	24.9	11.7	10.5	18	20.4	(2.8)	8.1	9.9	4.0	(8.6)
Operating margin – Confused.com only	58%	60%	53%	39%	32%	24%	21%	22%	25%	20%	19%	23%	20%	12%

*1 Reported combined ratio has been adjusted to exclude impact of reserve releases on commuted reinsurance contracts for all periods from 1 January 2011.



Summary Income Statement

£m	UK Car Insurance			International Car Insurance			Price Comparison			Other			Admiral Group		
	H1 13	H1 14	H1 15	H1 13	H1 14	H1 15	H1 13	H1 14	H1 15	H1 13	H1 14	H1 15	H1 13	H1 14	H1 15
Turnover	924.5	849.8	857.9	95.5	104.3	110.3	57.5	57.1	55.2	11.6	25.9	34.1	1,089.1	1,037.1	1,057.5
Total premiums written	851.7	776.0	779.0	85.5	94.1	101.0					16.8	24.9	937.2	886.9	904.9
Gross premiums written	504.4	471.2	474.3	71.9	89.6	98.7					16.8	24.9	576.3	577.6	597.9
Net premiums written	220.4	202.5	205.2	28.6	30.9	35.0					8.2	6.5	249.0	241.6	246.7
Net earned premium	214.6	197.9	188.9	26.4	27.8	29.7					6	8.2	241	231.7	226.8
Investment income	5.6	6	6.3	-	0.1	-					-	2.6	5.6	6.1	8.9
Net insurance claims	(125.2)	(92.6)	(69.3)	(23.3)	(28.1)	(25.4)					(4.3)	(6.5)	(148.5)	(125.0)	(101.2)
Insurance related expenses	(26.3)	(21.7)	(26.2)	(16.9)	(18.4)	(18.9)					(2.1)	(2.4)	(43.2)	(42.2)	(47.5)
Underwriting result	68.7	89.6	99.7	(13.8)	(18.6)	(14.6)					(0.4)	1.9	54.9	70.6	87.0
Profit commission	40.4	35.8	44.2										40.4	35.8	44.2
Gross ancillary revenue	86.2	89.6	84.6	3.3	3.4	3.8					0.6	0.6	89.5	93.6	89.0
Ancillary costs	(15)	(18.4)	(21.3)	(0.4)	(0.4)	(0.6)					-	-	(15.4)	(18.8)	(21.9)
Instalment income	12.4	11.1	12.0	0.1	0.1	0.2					0.3	0.3	12.5	11.5	12.5
Gladiator contribution										1.4	1.5	1.4	1.4	1.5	1.4
Price comparison revenue							57.5	57.1	55.2				57.5	57.1	55.2
Price comparison expenses							(47.6)	(53.1)	(63.8)				(47.6)	(53.1)	(63.8)
Interest income										1.1	0.6	0.7	1.1	0.6	0.7
Other (mainly share scheme)													(12.9)	(15.5)	(22.6)
Profit / (loss) before tax	192.7	207.7	219.2	(10.8)	(15.5)	(11.2)	9.9	4	(8.6)	(10.4)	(12.9)	(17.7)	181.4	183.3	181.7



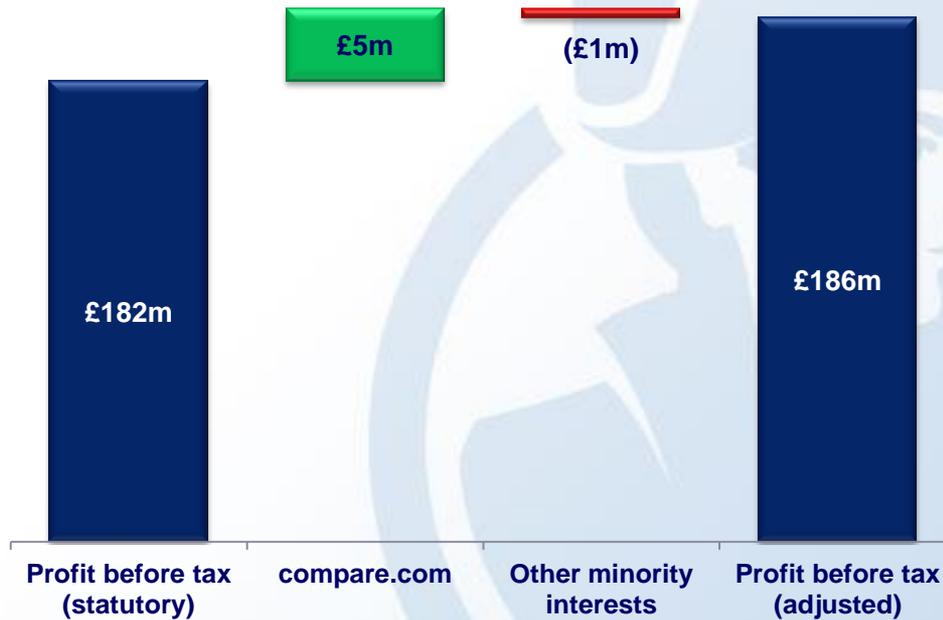
Balance Sheet

	June 2014 £m	December 2014 £m	June 2015 £m
ASSETS			
Property, plant and equipment	28.4	32.3	32.3
Intangible assets	98.6	107.2	119.3
Reinsurance contracts	697.6	829.8	720.5
Financial assets	2,332.9	2,547.4	2,641.1
Deferred income tax	19.8	22.9	29.5
Trade and other receivables	91.2	82.0	101.0
Cash and cash equivalents	247.7	255.9	216.0
Total assets	<u>3,516.2</u>	<u>3,877.5</u>	<u>3,859.7</u>
EQUITY			
Share capital	0.3	0.3	0.3
Share premium	13.1	13.1	13.1
Retained earnings	527.0	540.6	574.2
Other reserves	(4.1)	13.2	3.1
Non-controlling interests	10.8	13.7	8.9
Total equity	547.1	580.9	599.6
LIABILITIES			
Subordinated liabilities	-	203.8	203.8
Insurance contracts	2,010.0	2,097.4	2,148.3
Trade and other payables	925.6	965.8	876.2
Corporation tax liabilities	33.5	29.6	31.8
Total liabilities	2,969.1	3,296.6	3,260.1
Total liabilities and equity	<u>3,516.2</u>	<u>3,877.5</u>	<u>3,859.7</u>



Group profit before tax reconciliation

Reconciliation from statutory to adjusted profit before tax



- Admiral has four operations with shared ownership: Rastreator (Admiral share of ownership 75.0%); compare.com (67.8%); Admiral Law and BDE Law (90.0%)
- Profit or losses in period accruing to minority parties reduce or increase the results respectively
- Investment in compare.com has resulted in a more significant adjustment
- compare.com is 32.2% owned by third parties. Total loss was £15.4 million, therefore £5.0 million is added back to Group Profit Before Tax

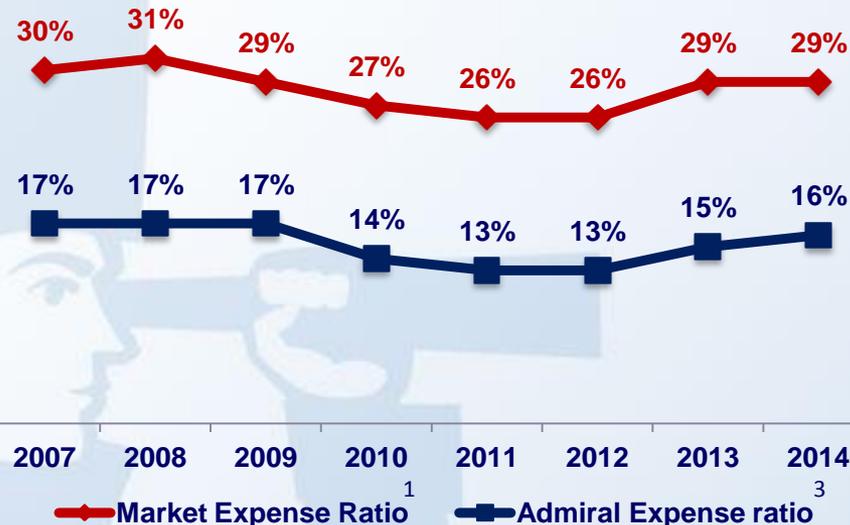


UK Car Insurance: Admiral vs Market Ultimate Loss Ratio, Expense Ratio and Combined Ratio

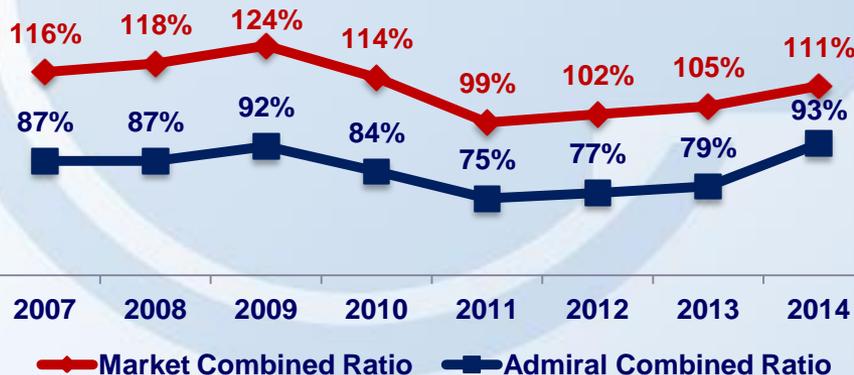
Projected Ultimate Loss Ratio: Admiral vs Market



Expense Ratio: Admiral vs Market



Ultimate Combined Ratio: Admiral vs Market

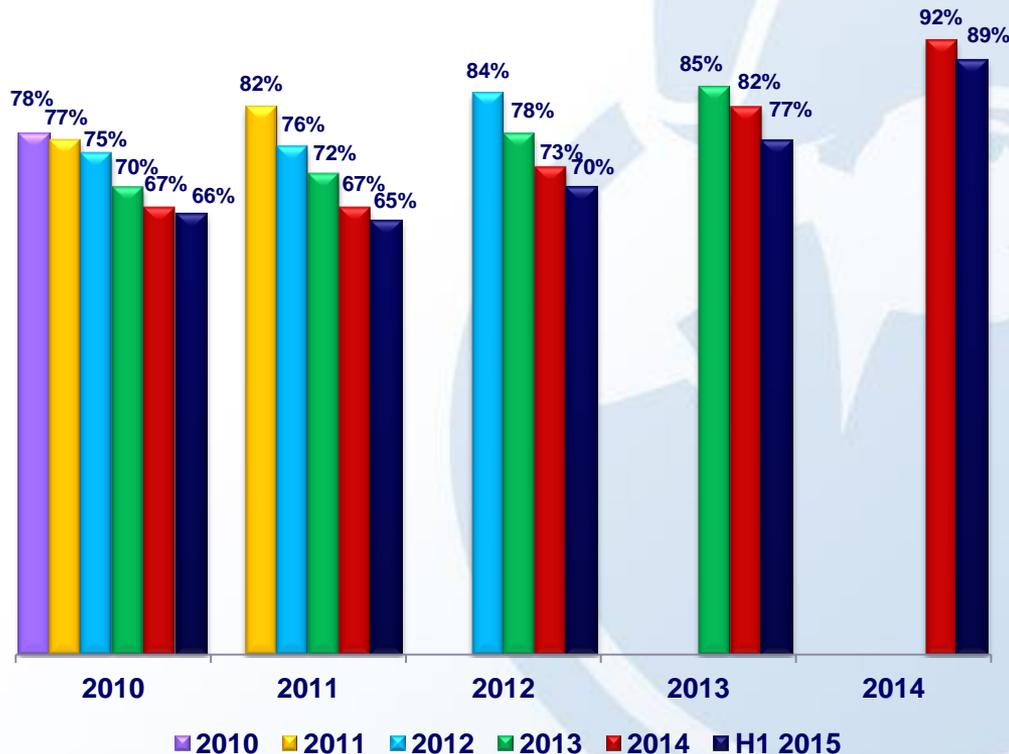


Notes: (1) Analysis of PRA returns as at 31st December 2014. Market excludes Admiral. Loss ratio: pure accident year. (2) Independent actuarial projection of ultimate loss ratio on accident year basis. (3) Admiral expense ratio is on a written basis.



UK Car Insurance: Booked Loss Ratio development by underwriting year

UK car insurance booked loss ratio (%)
Development by financial year (colour-coded)
Split by underwriting year (x axis)



Sensitivity of booked loss ratio

Underwriting year	2011	2012	2013	2014
Booked loss ratio	65%	70%	77%	89%
PAT Impact of 1% improvement	£13m	£13m	£11m	£2m

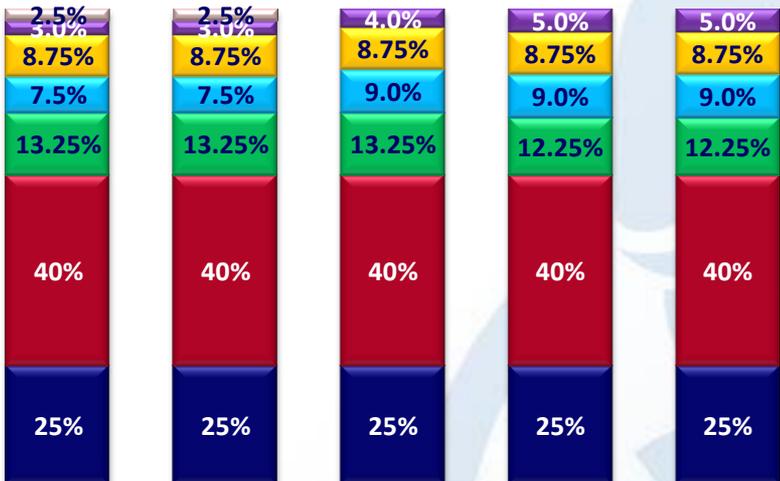
- The impact of a 1% improvement can also increase as the combined ratio drops and Admiral receives a higher share of the available profit.
- The impact includes the change in net insurance claims along with the associated profit commission movements that result from changes in loss ratios. The figures are stated net of tax at the current rate.
- The impact is not linear due to the nature of the profit commission arrangements eg. the impact of a 5% move cannot be calculated by multiplying the 1% impact by five.

Note: underwriting year basis, therefore direct comparison to ultimate loss ratios on accident year basis is inappropriate.

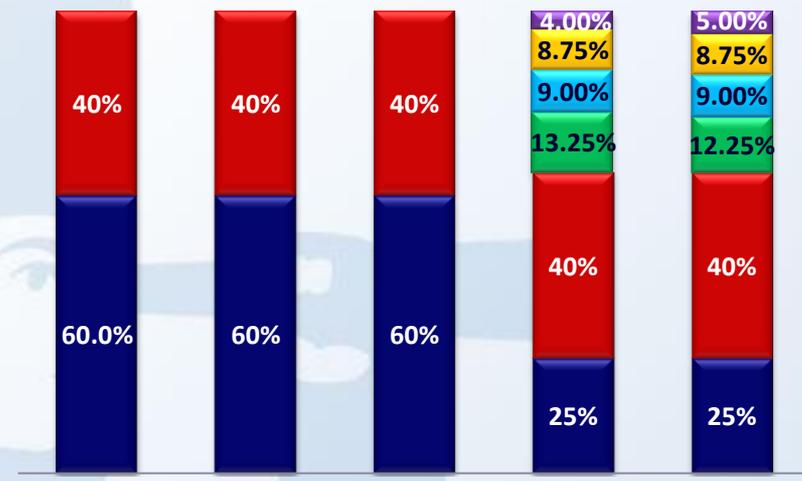


UK Car Insurance: underwriting arrangements

Reinsurance arrangements pre-commutations



Post-commutations (at 30 June 2015)



2012 2013 2014 2015 2016

■ Admiral ■ Munich Re ■ New Re ■ Swiss Re
■ Hannover Re ■ Mapfre Re ■ XL Re

2011 2012 2013 2014 2015

■ Admiral ■ Munich Re ■ New Re
■ Swiss Re ■ Hannover Re ■ Mapfre Re

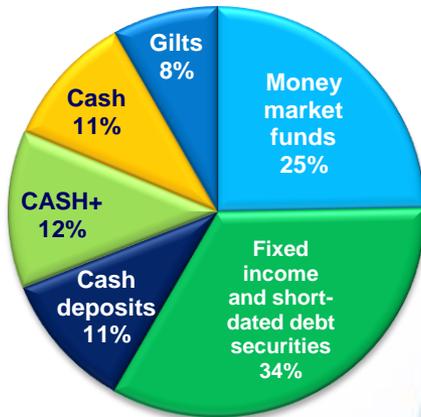
- New Re, Swiss Re, Hannover Re and Mapfre Re agreements all extend to at least the end of 2016
- Agreement with Munich Re runs to at least the end of 2018
- Admiral typically commutes reinsurance deals after two to three years of an underwriting year's development
- Little or no impact on profit or timing of profit recognition from commutation
- Minimal impact on solvency requirements
- Post commutation – loss ratio movements result in claims cost movements, not profit commission



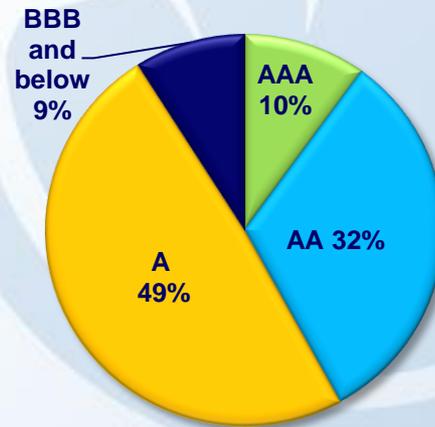
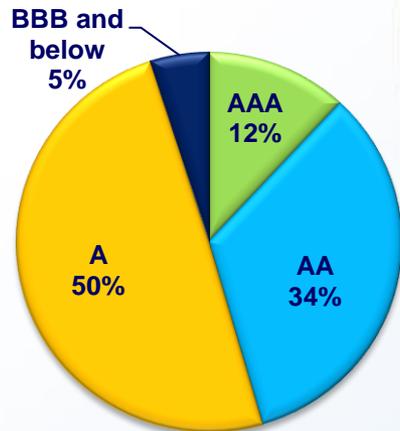
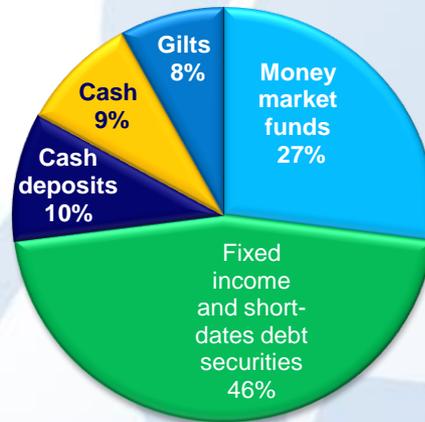
Admiral's investment strategy is low risk

Investments Breakdown

FY 14: £2,450m



H1 15: £2,459m



Investment and Interest Income



Admiral's Investment Approach

- Funds continue to be held in money market funds, short dated debt securities, term deposits or cash
- Key focus is capital preservation, with additional priorities being low volatility of investment return and high levels of liquidity
- A shift in allocation of funds has continued during 2015 with a greater proportion invested in fixed income and other short dated securities (and less in money market funds and deposits)



International Car Insurance market statistics

	 (2014)	 (2014)	 (2014)	 (2014)
Gross Written Premium 	£8bn	£11bn	£117bn	£14bn
Direct insurer share of market	21% of total market	3% of total market	25% of total market	9% of total market
Vehicles 	22m	35m	220m	43m
Combined Ratio 	97%	107%	102%	90%-92%



Key definitions

Term	Definition
Accident Year	The year in which an accident takes place. It is also referred to as the earned basis or the calendar year basis. Claims incurred are allocated to the calendar year in which the accident took place.
Underwriting Year	The year in which the policy was incepted. It is also referred to as the written basis. Claims incurred are allocated to the calendar year in which the policy was written.
Written / Earned Basis	A policy can be written in one calendar year but earned over a subsequent calendar year.
Loss Ratio	The ratio can be calculated on an accident year or underwriting year basis. Expressed as a percentage, of (i) claims incurred divided by (ii) net premiums.
Ultimate Loss Ratio	The ratio can be calculated on an accident year or underwriting year basis. It is the projected ratio for a particular accident or underwriting year. It is an estimate (calculated using actuarial analysis) of where the loss ratio ends when all claims are settled.
Reported / Booked / First-Picked Loss Ratio	The ratio can be reported on an accident year or underwriting year basis. This is the ratio reported in the financial statements for a particular accident or underwriting year. It is used to calculate underwriting profit and profit commissions.
Expense Ratio	The ratio can be calculated on an earned or written basis. Expressed as a percentage, of (i) net operating expenses, either divided by (ii) written or earned premiums, net of reinsurance.
Combined Ratio	The sum of the loss ratio and expense ratio.
Co-insurance	An arrangement in which two or more insurance companies agree to underwrite insurance business on a specified portfolio in specified proportions. Each co-insurer is directly liable to the policyholder for their proportional share.
Reinsurance	An arrangement in which a reinsurance company agrees to indemnify another insurance company, against all or a portion of the insurance risks underwritten by the ceding company under one or more policies. Reinsurance does not legally discharge the primary insurer from its liability with respect to its obligations to the insured.
XOL Reinsurance	An arrangement in which a reinsurance company agrees to indemnify another insurance company for claims above a certain level. For example if XOL reinsurance level is in excess of £5m, for any individual claim that is in excess of £5m the reinsurance company covers all the costs above £5m.
Total / Gross / Net Premiums Written	Total = total premiums written including coinsurance Gross = total premiums written including reinsurance but excluding coinsurance Net = total premiums written excluding reinsurance and coinsurance



Admiral's brands





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The financial information set out in the presentation does not constitute the Company's statutory accounts in accordance with section 423 Companies Act 2006 for the half year ended 30 June 2015. The statutory accounts for the half year ended 30 June 2015 will be finalised on the basis of the financial information presented by the directors in this preliminary announcement and will be delivered to the Registrar of Companies following the Company's Annual General Meeting.