



Director/PDMR Shareholding

11 Jun 2024

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 | 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): 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 152 Ordinary Shares under the dividend reinvestment plan under the Admiral Group Approved Share Incentive Plan | | |
| c) | Prices(s) and volume(s) | <table border="1" style="width: 100%;"> <tr> <td style="text-align: center;">Price(s)</td> <td style="text-align: center;">Volume(s)</td> </tr> </table> | Price(s) | Volume(s) |
| Price(s) | Volume(s) | | | |

| | | | |
|----|---|------------------------------|-----|
| | | £27.31 | 152 |
| d) | Aggregated information <ul style="list-style-type: none"> • Aggregated value • Price | N/A (Single Transaction) | |
| e) | Date of the transaction | 7 June 2024 | |
| f) | Place of the transaction | London Stock Exchange (XLON) | |