



Director/PDMR Shareholding

14 Oct 2021

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 | 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) | Price(s) |
| | | Volume(s) |
| | (1) £30.32 | 6 |
| | (2) £30.29 | 27 |
| d) | Aggregated information | £1,014.76 |
| | <ul style="list-style-type: none"> • Aggregated value • Price | £30.32/£30.29 |
| e) | Date of the transaction | (1) 12 October 2021 (2) 13 October 2021 |
| f) | Place of the transaction | London Stock Exchange (XLON) |

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 | Rachel Brierley | | | | |
| 2 | Reason for the notification | | | | | |
| a) | Position/status | Wife of Non-Executive Director, 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) | <table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£30.29</td> <td>150</td> </tr> </tbody> </table> | Price(s) | Volume(s) | £30.29 | 150 |
| Price(s) | Volume(s) | | | | | |
| £30.29 | 150 | | | | | |
| d) | Aggregated information <ul style="list-style-type: none"> • Aggregated value • Price | N/A (Single Transaction) | | | | |
| e) | Date of the transaction | 13 October 2021 | | | | |
| f) | Place of the transaction | London Stock Exchange (XLON) | | | | |