

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

<b>1</b>	<b>Details of the person discharging managerial responsibilities (PDMR)/person closely associated with them (PCA)</b>					
a)	Name	Rachel Brierley				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Person Closely Associated with, and wife of, Michael Brierley, a Non-Executive Director of Admiral Group plc				
b)	Initial notification/Amendment	Initial Notification				
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name	Admiral Group plc				
b)	LEI	213800FGVM7Z9EJB2685				
<b>4</b>	<b>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</b>					
a)	Description of the financial instrument, type of instrument	Ordinary Shares				
	Identification code	GB00B02J6398				
b)	Nature of the transaction	Acquisition of Shares				
c)	Prices(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>GBP 22.14</td> <td>937</td> </tr> </tbody> </table>	Price(s)	Volume(s)	GBP 22.14	937
Price(s)	Volume(s)					
GBP 22.14	937					
d)	Aggregated information <ul style="list-style-type: none"> <li>• Aggregated value</li> <li>• Price</li> </ul>	N/A				
e)	Date of the transaction	2019-05-01				
f)	Place of the transaction	London Stock Exchange (XLON)				