

TR-1: Standard form for notification of major holdings

**NOTIFICATION OF MAJOR HOLDINGS**

<b>1a. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached<sup>ii</sup>:</b>		Admiral Group Plc		
<b>1b. Please indicate if the issuer is a non-UK issuer</b> (please mark with an "X" if appropriate)				
<b>2. Reason for the notification</b> (please mark the appropriate box or boxes with an "X")				
An acquisition or disposal of voting rights				X
An acquisition or disposal of financial instruments				
An event changing the breakdown of voting rights				
Other (please specify) <sup>iii</sup> :				
<b>3. Details of person subject to the notification obligation<sup>iv</sup></b>				
Name		FMR LLC		
City and country of registered office (if applicable)		Wilmington, USA		
<b>4. Full name of shareholder(s)</b> (if different from 3.) <sup>v</sup> See Section 9				
Name				
City and country of registered office (if applicable)				
<b>5. Date on which the threshold was crossed or reached<sup>vi</sup>:</b>		5 October 2018		
<b>6. Date on which issuer notified (DD/MM/YYYY):</b>		8 October 2018		
<b>7. Total positions of person(s) subject to the notification obligation</b>				
	% of voting rights attached to shares (total of 8. A)	% of voting rights through financial instruments (total of 8.B 1 + 8.B 2)	Total of both in % (8.A + 8.B)	Total number of voting rights of issuer <sup>vii</sup>
Resulting situation on the date on which threshold was crossed or reached	5.00%	0.00%	5.00%	288,202,737
Position of previous notification (if applicable)	Below 5%	Below 5%	Below 5%	

<b>8. Notified details of the resulting situation on the date on which the threshold was crossed or reached<sup>viii</sup></b>				
<b>A: Voting rights attached to shares</b>				
Class/type of shares ISIN code (if possible)	Number of voting rights <sup>ix</sup>		% of voting rights	
	Direct (Art 9 of Directive 2004/109/EC) (DTR5.1)	Indirect (Art 10 of Directive 2004/109/EC) (DTR5.2.1)	Direct (Art 9 of Directive 2004/109/EC) (DTR5.1)	Indirect (Art 10 of Directive 2004/109/EC) (DTR5.2.1)
GB00B02J6398		14,434,451		5.00%

<b>SUBTOTAL 8. A</b>	14,434,451		5.00%

<b>B 1: Financial Instruments according to Art. 13(1)(a) of Directive 2004/109/EC (DTR5.3.1.1 (a))</b>				
Type of financial instrument	Expiration date <sup>x</sup>	Exercise/ Conversion Period <sup>xi</sup>	Number of voting rights that may be acquired if the instrument is exercised/converted.	% of voting rights
<b>SUBTOTAL 8. B 1</b>				

<b>B 2: Financial Instruments with similar economic effect according to Art. 13(1)(b) of Directive 2004/109/EC (DTR5.3.1.1 (b))</b>					
Type of financial instrument	Expiration date <sup>x</sup>	Exercise/ Conversion Period <sup>xi</sup>	Physical or cash settlement <sup>xii</sup>	Number of voting rights	% of voting rights
<b>SUBTOTAL 8.B.2</b>					

<b>9. Information in relation to the person subject to the notification obligation (please mark the applicable box with an "X")</b>			
Person subject to the notification obligation is not controlled by any natural person or legal entity and does not control any other undertaking(s) holding directly or indirectly an interest in the (underlying) issuer <sup>xiii</sup>			
Full chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held starting with the ultimate controlling natural person or legal entity <sup>xiv</sup> (please add additional rows as necessary)			X
Name <sup>xv</sup>	% of voting rights if it equals or is higher than the notifiable threshold	% of voting rights through financial instruments if it equals or is higher than the notifiable threshold	Total of both if it equals or is higher than the notifiable threshold
FMR LLC			
FIAM Holdings LLC			
Fidelity Institutional Asset Management Trust Company			
FMR LLC			
FIAM Holdings LLC			
FIAM LLC			
FMR LLC			

Fidelity Management & Research Company			
FMR Co., Inc.			
FMR LLC			
Fidelity Management & Research Company			
Fidelity Management & Research (U.K.) Inc.			
FMR Investment Management (UK) Limited			
FMR LLC			
Fidelity Advisory Holdings LLC, Strategic Advisers LLC			

<b>10. In case of proxy voting, please identify:</b>	
Name of the proxy holder	
The number and % of voting rights held	
The date until which the voting rights will be held	

<b>11. Additional information<sup>xvi</sup></b>
N/A

<b>Place of completion</b>	Dublin
<b>Date of completion</b>	8 October 2018