

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	David Stevens, Admiral Group plc CEO, and his wife, Heather Stevens.						
2	Reason for the notification							
a)	Position/status	Person discharging managerial responsibility and person closely associated to him						
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	Transfer, at nil cost, of shares in Admiral Group plc to the Waterloo Foundation, a charity of which David and Heather Stevens are trustees.						
c)	Prices(s) and volume(s)	<table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td></td> <td>Nil</td> <td>205,000</td> </tr> </tbody> </table>		Price(s)	Volume(s)		Nil	205,000
	Price(s)	Volume(s)						
	Nil	205,000						
d)	Aggregated information <ul style="list-style-type: none"> • Aggregated value • Price 	N/A (Single Transaction)						
e)	Date of the transaction	23 November 2016						
f)	Place of the transaction	Outside a trading venue						