



## Director/PDMR Shareholding

16 August 2023 2:50 PM BST

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   | Mike Rogers  |            |       |
| <b>2</b>   | <b>Reason for the notification</b>   |  |            |       |
| a)         | Position/status  | Chair/PDMR   |            |       |
| 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 pursuant to a Share Acquisition Agreement entered into on 14 June 2023   |            |       |
| c)         | Prices(s) and volume(s)  | <b>Price(s)</b>  |            |       |
|            |  | <b>Volume(s)</b>   |            |       |
|            |  | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">GBP £23.13</td> <td style="width: 40%;">4,775</td> </tr> <tr> <td>GBP £23.20</td> <td>38</td> </tr> </table> | GBP £23.13 | 4,775 |
| GBP £23.13 | 4,775  |  |            |       |
| GBP £23.20 | 38   |  |            |       |
| d)         | Aggregated information   |  |            |       |
|            | <ul style="list-style-type: none"> <li>• Aggregated value</li> <li>• Price</li> </ul>  | <p>£111,327.35</p> <p>£23.13/23.20</p>   |            |       |
| e)         | Date of the transaction  | 16 August 2023   |            |       |
| f)         | Place of the transaction   | London Stock Exchange (XLON)   |            |       |