



Admiral Group Chief Financial Officer, Geraint Jones, reflects on a decade as Admiral Group CFO

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The Group delivered an excellent performance in 2024, with strong growth in customer numbers, profit and turnover. 2024 was also the year that our Group Chief Financial Officer, Geraint Jones, celebrated 10 years in the role. In our latest Annual Report, Geraint shared his reflections on the last decade at Admiral:

“As I look back, I’m really proud of the company’s progress over the last decade and it has been a privilege to be part of such a dedicated leadership team.

Together, we have successfully delivered growth and expansion into new products. We have also navigated unforeseen challenges, including a global pandemic, and I am proud of the way that we always put colleagues and customers at the heart of our response.

Although Admiral’s story has, primarily, been one of organic growth, I’ve had the opportunity to work with talented colleagues on key projects such as our first

significant acquisition, More Than, and before that the sale of our price comparison site businesses (although it was sad to say goodbye to incredible colleagues).

I'm proud to work for Wales' only FTSE 100 company and of the contribution that we make to the local economy. We support people to develop skills and find meaningful work both inside and outside of Admiral, we support grassroots rugby, women's football and so much more.

I love the way that our people support the communities where we live and work, our customers and each other. It makes for a unique culture, which makes working here fun. So, thank you to all my colleagues, past and present. I look forward to seeing what we achieve together in 2025!"