



Director/PDMR Shareholding

3 September 2019 1:54 PM BST

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 | Geraint Jones | | | | |
| 2 | Reason for the notification | | | | | |
| a) | Position/status | Chief Financial Officer/PDMR | | | | |
| 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 | Award of Shares under the Admiral Group Approved Share Incentive Plan (SIP) | | | | |
| 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 21.45</td> <td>83</td> </tr> </tbody> </table> | Price(s) | Volume(s) | GBP 21.45 | 83 |
| Price(s) | Volume(s) | | | | | |
| GBP 21.45 | 83 | | | | | |
| d) | Aggregated information | N/A | | | | |
| | <ul style="list-style-type: none"> • Aggregated value • Price | | | | | |
| e) | Date of the transaction | 2019-08-30 | | | | |
| f) | Place of the transaction | Award of shares occurred outside a trading venue | | | | |

| | | |
|----------|---|---------------------------|
| 1 | Details of the person discharging managerial responsibilities (PDMR)/person closely associated with them (PCA) | |
| a) | Name | Cristina Nestares |
| 2 | Reason for the notification | |
| a) | Position/status | Head of UK Insurance/PDMR |
| 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 |

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| c) | Prices(s) and volume(s) | Price(s) |
| | | Volume(s) |
| | | GBP 21.45 83 |
| d) | Aggregated information <ul style="list-style-type: none"> • Aggregated value • Price | N/A |
| e) | Date of the transaction | 2019-08-30 |
| f) | Place of the transaction | Award of shares occurred outside a trading venue |

| | | |
|----------|--|---|
| 1 | Details of the person discharging managerial responsibilities (PDMR)/person closely associated with them (PCA) | |
| a) | Name | James Armstrong |
| 2 | Reason for the notification | |
| a) | Position/status | Chief Risk Officer/PDMR |
| 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 |
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| | | GBP 21.45 83 |
| d) | Aggregated information <ul style="list-style-type: none"> • Aggregated value • Price | N/A |
| e) | Date of the transaction | 2019-08-30 |
| f) | Place of the transaction | Award of shares occurred outside a trading venue |

| | | |
|----------|--|---|
| 1 | Details of the person discharging managerial responsibilities (PDMR)/person closely associated with them (PCA) | |
| a) | Name | Milena Mondini de Focatiis |
| 2 | Reason for the notification | |
| a) | Position/status | Head of UK and European Insurance/PDMR |
| 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 | |
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| | | GBP 21.45 |
| | | 83 |
| d) | Aggregated information | N/A |
| | <ul style="list-style-type: none"> • Aggregated value • Price | |
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