



Admiral Group PLC : Holding(s) in Company

28 July 2014 8:33 AM BST

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached: ⁱⁱ		Admiral Group PLC (ADM LN)
2 Reason for the notification (please tick the appropriate box or boxes):		
An acquisition or disposal of voting rights		Yes
An acquisition or disposal of qualifying financial instruments which may result in the acquisition of shares already issued to which voting rights are attached		No
An acquisition or disposal of instruments with similar economic effect to qualifying financial instruments		No
An event changing the breakdown of voting rights		No
Other (please specify):		N/A
3. Full name of person(s) subject to the notification obligation: ⁱⁱⁱ		Mackenzie Financial Corporation
4. Full name of shareholder(s) (if different from 3.): ^{iv}		
5. Date of the transaction and date on which the threshold is crossed or reached: ^v		July 24, 2014
6. Date on which issuer notified:		July 25, 2014
7. Threshold(s) that is/are crossed or reached: ^{vi, vii}		4%

8. Notified details:							
A: Voting rights attached to shares ^{viii, ix}							
Class/type of shares if possible using the ISIN CODE	Situation previous to the triggering transaction Number of Shares	Number of Voting Rights	Resulting situation after the triggering transaction			% of voting rights ^x	
			Number of shares Direct	Number of voting rights Direct ^{xi}	Indirect ^{xii}	Direct	Indirect
GB00B02J6398	11,105,820	11,105,820	10,966,516		10,966,516		3.97%

B: Qualifying Financial Instruments				
Resulting situation after the triggering transaction				
Type of financial instrument	Expiration date ^{xiii}	Exercise/ Conversion Period ^{xiv}	Number of voting rights that may be acquired if the instrument is exercised/ converted.	
				% of voting rights

C: Financial Instruments with similar economic effect to Qualifying Financial Instruments ^{xv, xvi}					
Resulting situation after the triggering transaction					
Type of financial instrument	Exercise price	Expiration date ^{xvii}	Exercise/ Conversion period ^{xviii}	Number of voting rights instrument refers to	% of voting rights ^{xix, xx}
					Nominal Delta

Total (A+B+C)	
Number of voting rights	Percentage of voting rights
10,966,516	3.97%

9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable: ^{xxi}

Proxy Voting:

10. Name of the proxy holder:

11. Number of voting rights proxy holder will cease to hold:

12. Date on which proxy holder will cease to hold voting rights:

13. Additional information:

14. Contact name: Ataun Pasha

15. Contact telephone number: 416-967-2000 (ext. 5653)

Note: Annex should only be submitted to the FCA not the issuer

A: Identity of the persons or legal entity subject to the notification obligation	
Full name (including legal form of legal entities)	Mackenzie Financial Corporation
Contact address (registered office for legal entities)	180 Queen Street West, Toronto, Ontario, Canada M5V 3K1
Phone number & email	416-967-2264
Other useful information (at least legal representative for legal persons)	Brent H. Moore, Vice President, Chief Compliance Officer
B: Identity of the notifier, if applicable	
Full name	
Contact address	
Phone number & email	

Other useful information (e.g. functional relationship with the person or legal entity subject to the notification obligation)	
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C: Additional information
