



## **Admiral Group plc launches direct insurance operation in France**

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The Group is pleased to announce that its direct insurance operation in France, L'Olivier (Olive Tree), launched today from its offices in Paris. As with our other international operations, we expect a modest start with small initial volumes as we learn more about the French market and how to develop our model. The Group will provide further update when it announces its results for the year ending 31 December 2010 on 2nd March 2011.

Henry Engelhardt, Chief Executive, commented, 'I'm delighted to see the launch of L'Olivier in France, it represents another key milestone in our plans to grow our business overseas. Congratulations to the team in France on all their hard work to reach this important point.'