

This letter is important and should be read carefully.

Dear Shareholder

15 February 2022

Receiving shareholder information

Admiral Group plc would like to take this opportunity to ask you if you would like to receive future communications from the company electronically. Increased use of electronic communications will deliver savings to the company in terms of administration, printing and postage costs, as well as speeding up the provision of information to shareholders in a convenient form. The reduced use of paper will also have environmental benefits.

If you do elect to receive shareholder information (such as Annual Reports, notices of shareholder meetings and any other documents we need to send or that are required to be made available to you) by means of a website, you should ensure that you have the appropriate equipment and computer capabilities for this purpose.

You may change your mind at any time in the future, but you will need to inform our registrar, Link Group on the Shareholder helpline +44 (0)371 664 0300. Calls are charged at the standard geographic rate and will vary by provider. Calls outside the United Kingdom are charged at the applicable international rate. Link Group are open between 09:00 - 17:30, Monday to Friday excluding public holidays in England and Wales. You can also inform Link Group in writing of your decision at: FREEPOST SAS, Link Group, 10th Floor, Central Square, 29 Wellington Street, Leeds, LS1 4DL **(No stamp is needed)**

A. Receiving shareholder information by means of a website

If you choose to receive shareholder information by means of a website, we will notify you by post or, if you choose, by email (as explained below) when such information is published on our website www.admiralgroup.co.uk/investor, giving details of the place on the website where it may be accessed and how to access the document or information. We will no longer send you the document or information to you by post.

You will still have the right to request (at no extra charge) hard copy versions of the documents or information sent or supplied to you by means of the website.



Here is what you need to do now:

Option 1A – Receiving shareholder information by website and notified by post

If you wish to receive shareholder information by means of a website, and want to be notified by post when such information is available, you need take no action and do not need to return this form.

Option 1B - Receiving shareholder information by website and notified by email

If you wish to receive shareholder information by means of a website and want to be notified by email when such information is available, please register your email address at www.admiral-shareholder.co.uk or fill out the reply slip at the bottom of this letter by ticking option (a) (please remember to include your email address) and provide us with the requested details (including your name and address for verification purposes).

This election and relevant contact address details will stand until such time as we receive alternative instructions from you. It is your responsibility to notify us of any change to your name, address, e-mail or other contact details.

Option 2 - Receiving shareholder information only by post

If you do not wish to receive shareholder information by means of a website, please complete the slip at the bottom of this letter by ticking option (b) and provide us with the requested details. You will continue to receive shareholder information in hard copy form.

Please note, if you do not reply by return of this form within 28 days of the date of this letter, you will be deemed to have consented to receive future shareholder information by means of a website and notification by post. You will always have the right to request a hard copy of a particular document or piece of information.

Yours sincerely,

Mark Waters
Company Secretary
Admiral Group plc



Please detach and return to FREEPOST SAS, Link Group, 10th Floor, Central Square, 29 Wellington Street, Leeds, LS1 4DL
(No stamp required)

(a) I/we wish to receive email notifications from Admiral Group plc

My/our email address is:
(Please use BLOCK letters)

(b) I/we wish to receive hard copy shareholder information from Admiral Group plc

Name:

Address:

..... Post Code:

Investor Code:

Signature: Date: