

This letter is important and should be read carefully.

Dear Shareholder

20 February 2024

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 decide you would like to receive future communications by means of a website or e-mail you should ensure that you have the appropriate equipment and computer capabilities for this purpose.

If you elect to receive future communications via electronic means now and subsequently change your mind, 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, Central Square, 29 Wellington Street, Leeds, LS1 4DL (No stamp required).

A. Receiving shareholder information by means of a website

We will notify you in future by post or, if you choose, by e-mail (as explained below), when shareholder information such as Annual Reports, notices of shareholder meetings and other documents required to be made available to you are published on our website www.admiralgroup.co.uk/investor-relations, giving details of the place on the website where it may be accessed and how to access the document or information. We will cease to send these documents 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 1

If you wish to receive shareholder information by means of a website, and want to be notified by post (please see Section B below for the option to receive notice by e-mail) when such information is available, you need take no action and do not need to return this 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 we will not seek your consent again within 12 months. We will cease to send future shareholder information to you by post.

Option 2

If you do not wish to receive shareholder information by mean of a website, please complete the slip at the bottom of this letter by ticking option (2) and provide us with the requested details. You will continue to receive shareholder information in hard copy form.

B. Receiving notification by e-mail

If you wish to be notified by e-mail when shareholder information is available by means of a website 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 (1) (please remember to include your email address).

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.

Yours faithfully,

Dan Caunt
Company Secretary
Admiral Group plc

Important information about future dividends – PLEASE READ

We would like to provide you with advance notice that future dividend payments starting from October 2024 will only be made by electronic means. We will no longer be issuing payments by cheque. You will therefore need to register a mandate to enable payments of dividends direct to your bank. Future dividend confirmations will be available on the Share Portal <https://www.signalshares.com>.

Dividend payments will no longer be paid by cheque.




Please **register your bank account details** for the payment of future dividends as soon as possible using one of the following methods:

- At <https://www.signalshares.com>. If you have not previously registered for the Share Portal, you will need your investor code. This is also where you will be able to obtain future dividend confirmations.
- Complete the mandate form overleaf and return it to Link Group, Central Square, 29 Wellington Street, Leeds LS1 4DL.
- By calling Link Group on 0371 664 0300 if calling from the UK, or +44 371 664 0300 if calling from overseas.

Shareholders outside the UK should contact Link Group to discuss the payment options available.

If in future, you would like to receive notification by email that your dividend has been paid into your bank account and that your dividend confirmation is available on the Share Portal you can register this preference at <https://www.signalshares.com>.

If you have received more than one item in the post in relation to the ADMIRAL GROUP PLC dividend this may be because you have more than one holding on the register. If you would prefer to have just one holding, please contact Link Group who will be able to advise you how to do this.

 Visit Signal Shares www.signalshares.com	 Call our Shareholder Support Centre (details overleaf)	 Fill in the form overleaf
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Request for payment of interest or dividends

Please complete in BLOCK CAPITALS with **either blue or black ink** and return to the address below.

1 Name of the company in which the shares are held

Investor code (e.g. 00000999999)

This can be found on your share certificate or tax voucher

2 Full name and address of the first named holder (See note 2)

Where shares are in the name of a deceased holder, instructions signed by the executor(s) or administrator(s) should indicate the name of the deceased.

First named holder

Address

Account designation (if any)
Maximum of 8 digits

Daytime telephone number
(In the event of a query)

Post code

3 Full name(s) of other holders (including deceased if applicable)

Second named holder

Third named holder

Fourth named holder

Name of deceased (if applicable)

4 Signatures of shareholder(s) (The registrar reserves the right to require additional confirmation of the signature(s))

First named holder

Second named holder

Third named holder

Fourth named holder

In the case of corporate bodies, signatories should state their representative capacity (e.g. Director)

5 Name and address of bank, building society or person

Please pay future interest or dividends for the above company directly to the following or to any other bank/building society which that organisation may instruct.

Name of institution/person you wish to pay your dividends to

Address

Account name

Branch sort code

Account number

Post code

Building society reference/roll number (if applicable)

