



## Championing Welsh business and talent with Plaid Cymru's Baroness Smith of Llanfaes

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We're proud to be headquartered in Wales and believe that we have an important role to play in nurturing and growing local talent.

Our Group Chief Financial Officer, Geraint Jones, Group Chief People Officer, Zareena Brown, and Group Head of Corporate Affairs, Addy Frederick, recently welcomed Baroness Carmen Smith of Llanfaes, the youngest member of the House of Lords, to our Cardiff office, Ty Admiral.

As a Plaid Cymru member in the UK House of Lords, Carmen uses her position to advocate for Welsh people and matters. During her visit, we shared how Admiral came to be based in Cardiff and the benefits of being a business in Wales.

We're proud to have been recognised as a Great Place to Work in the UK for 25 years and explained how our focus on developing colleagues and offering them the chance to share in the financial success of the business is key to this. We highlighted how we work with local colleagues and universities to attract the talent we need to meet our customers' needs and how our apprenticeships have evolved over the years as a result.

We also shared how our interest in skills development extends beyond our colleagues and the financial services sector to our supply chain and why it's important that the repair and care sector continues to attract the talent needed to help us to support customers when they need us most.

Admiral colleagues Emily, Bertie, Lowri and Sophie also met with Carmen to share their career journey and the way that we're helping them to build their careers in data, management and actuarial risk through training and funding key qualifications. They also shared how they are using AI to increase their productivity.

Baroness Carmen Smith: "It was a real pleasure to visit the Admiral HQ in Cardiff and see first-hand how they have evolved over the years into such a successful and respected company here in Wales. Supporting business growth and protecting it during uncertain times is essential if we are to build a thriving Welsh economy.

"It is particularly important to champion businesses like Admiral that are proactively working with local colleges and universities, and creating employment opportunities for young people in Wales. During the visit it was insightful to hear about how workforce challenges in other sectors, such as the care sector, can have indirect consequences on the financial services sector."