



Director/PDMR Shareholding

02 Oct 2019

NOTIFICATION OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM

On 26 September 2016, Geraint Jones (Chief Financial Officer) was awarded 50,000 shares under the Company's Discretionary Free Share Scheme. The award was subject to the Company's performance conditions from 1 January 2016 to 31 December 2018 and 43,800 shares vested on 26 September 2019.

1	Details of the person discharging managerial responsibilities (PDMR)/person closely associated with them (PCA)					
a)	Name	Geraint Jones				
2	Reason for the notification					
a)	Position/status	Chief Financial Officer				
b)	Initial notification/Amendment	Initial Notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	Admiral Group plc				
b)	LEI	213800FGVM7Z9EJB2685				
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; (iv) each place where transactions have been conducted					
a)	Description of the financial instrument, type of instrument	Ordinary Shares				
	Identification code	GB00B02J6398				
b)	Nature of the transaction	Vesting of 43,800 shares awarded under the Company's Discretionary Free Share Scheme. 27,600 shares were sold and 16,200 have been retained.				
c)	Prices(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>GBP 20.9346</td> <td>27,600</td> </tr> </tbody> </table>	Price(s)	Volume(s)	GBP 20.9346	27,600
Price(s)	Volume(s)					
GBP 20.9346	27,600					
d)	Aggregated information	N/A				
	<ul style="list-style-type: none"> • Aggregated value • Price 					

e)	Date of the transaction	The sale of shares took place as part of a large batch of shares sold by the Employee Benefit Trust between 26 September 2019 and 27 September 2019.
f)	Place of the transaction	London Stock Exchange (XLON)

On 26 September 2016, Milena Mondini de Focatiis (Head of European Insurance) was awarded 40,000 shares under the Company's Discretionary Free Share Scheme. The award was subject to the Company's performance conditions from 1 January 2016 to 31 December 2018 and 36,677 shares vested on 26 September 2019.

1	Details of the person discharging managerial responsibilities (PDMR)/person closely associated with them (PCA)					
a)	Name	Milena Mondini de Focatiis				
2	Reason for the notification					
a)	Position/status	Head of UK and European Insurance				
b)	Initial notification/Amendment	Initial Notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	Admiral Group plc				
b)	LEI	213800FGVM7Z9EJB2685				
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; (iv) each place where transactions have been conducted					
a)	Description of the financial instrument, type of instrument	Ordinary Shares				
	Identification code	GB00B02J6398				
b)	Nature of the transaction	Vesting of 36,677 shares awarded under the Company's Discretionary Free Share Scheme. 36,677 shares were sold and none have been retained.				
c)	Prices(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>GBP 20.9346</td> <td>36,677</td> </tr> </tbody> </table>	Price(s)	Volume(s)	GBP 20.9346	36,677
Price(s)	Volume(s)					
GBP 20.9346	36,677					
d)	Aggregated information	N/A				
	<ul style="list-style-type: none"> ● Aggregated value ● Price 					
e)	Date of the transaction	The sale of shares took place as part of a large batch of shares sold by the Employee Benefit Trust between 26 September 2019 and 27 September 2019.				
f)	Place of the transaction	London Stock Exchange (XLON)				

On 26 September 2016, Cristina Nestares (CEO UK Insurance) was awarded 40,000 shares under the Company's Discretionary Free Share Scheme. The award was subject to the Company's performance conditions from 1 January 2016 to 31 December 2018 and 36,677 shares vested on 26 September 2019.

1	Details of the person discharging managerial responsibilities (PDMR)/person closely associated with them (PCA)					
a)	Name	Cristina Nestares				
2	Reason for the notification					
a)	Position/status	CEO UK Insurance				
b)	Initial notification/Amendment	Initial Notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	Admiral Group plc				
b)	LEI	213800FGVM7Z9EJB2685				
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; (iv) each place where transactions have been conducted					
a)	Description of the financial instrument, type of instrument	Ordinary Shares				
	Identification code	GB00B02J6398				
b)	Nature of the transaction	Vesting of 36,677 shares awarded under the Company's Discretionary Free Share Scheme. 36,677 shares were sold and none have been retained.				
c)	Prices(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>GBP 20.9346</td> <td>36,677</td> </tr> </tbody> </table>	Price(s)	Volume(s)	GBP 20.9346	36,677
Price(s)	Volume(s)					
GBP 20.9346	36,677					
d)	Aggregated information	N/A				
	<ul style="list-style-type: none"> • Aggregated value • Price 					
e)	Date of the transaction	The sale of shares took place as part of a large batch of shares sold by the Employee Benefit Trust between 26 September 2019 and 27 September 2019.				
f)	Place of the transaction	London Stock Exchange (XLON)				

On 26 September 2016, James Armstrong (Chief Risk Officer) was awarded 7,000 shares under the Company's Discretionary Free Share Scheme. The award was subject to the Company's performance conditions from 1 January 2016 to 31 December 2018 and 6,566 shares vested on 26 September 2019.

1	Details of the person discharging managerial responsibilities (PDMR)/person closely associated with them (PCA)	
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	associated with them (PCA)					
a)	Name	James Armstrong				
2	Reason for the notification					
a)	Position/status	Chief Risk Officer				
b)	Initial notification/Amendment	Initial Notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	Admiral Group plc				
b)	LEI	213800FGVM7Z9EJB2685				
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; (iv) each place where transactions have been conducted					
a)	Description of the financial instrument, type of instrument	Ordinary Shares				
	Identification code	GB00B02J6398				
b)	Nature of the transaction	Vesting of 6,566 shares awarded under the Company's Discretionary Free Share Scheme. 6,566 shares were sold and none have been retained.				
c)	Prices(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>GBP 20.9346</td> <td>6,566</td> </tr> </tbody> </table>	Price(s)	Volume(s)	GBP 20.9346	6,566
Price(s)	Volume(s)					
GBP 20.9346	6,566					
d)	Aggregated information	N/A				
	<ul style="list-style-type: none"> • Aggregated value • Price 					
e)	Date of the transaction	The sale of shares took place as part of a large batch of shares sold by the Employee Benefit Trust between 26 September 2019 and 27 September 2019.				
f)	Place of the transaction	London Stock Exchange (XLON)				