



Admiral is a place Where You Can - a place where colleagues are accepted, supported, and empowered to be themselves, with a culture which provides opportunities for progression, to share in our future and make a difference to wider society.

A balanced workforce is good for business – it is good for customers, for profitability and workplace culture, and is increasingly attractive for investors. As a show of our commitment to gender equality we have signed up to the Women in Finance Charter. The Charter is a commitment by HM Treasury and signatory firms to work collaboratively to build a more balanced and diverse industry.

To meet our Charter commitments:

- We have committed to increasing the representation of women in senior leadership roles from its current 34.4% to 40% by the end of 2030, following which we will maintain this position.*
- We will publish our progress annually against this target.*
- Leaders have non-financial measure bonuses linked to our commitments in improving gender balance.*

Our 2025 progress update

When we signed up to the Women in Finance Charter in 2018, we had 32% female representation in our UK senior executive team. We set ourselves a target to reach 40% by 2023, which we achieved.

In 2025, we are expanding this ambition to include all of our senior leaders across the Admiral Group. This is a wider group of leaders which includes every country, every business, and every area within the Admiral Group. Our aim to move from 34.4% to 40% representation of women by 2030. This will ensure that we have a pipeline of talent ready for the future and we will continue investing in our talent and ensuring there are opportunities to grow and progress.