

8 February 2017

This letter is important and should be read carefully.

Dear Shareholder

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, Capita Asset Services on 0871 664 0300 (calls cost 12p per minute plus your phone company's access charge. Lines are open 9.00 am to 5.30 pm Monday to Friday). If you are calling from overseas, the number is +44 208 639 3399. Calls outside the United Kingdom will be charged at the applicable international rate. You can also inform Capital Asset Services in writing of your decision at: FREEPOST CAPITA SAS **(No stamp is needed)**

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, 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 (b) 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 (a) (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,

Mark Waters
Company Secretary
Admiral Group plc



Please detach and return to FREEPOST CAPITA SAS (No stamp is needed)

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

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

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

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Name:

Address:

..... Post Code:

Investor Code:

Signature: Date: