

22 March 2017

Dear Shareholder

Notice of Meeting and Annual Report and Accounts

Please accept this letter as notification that the Company's Notice of Annual General Meeting and Annual Report and Accounts for the year ended 31 December 2016, have now been published on the website of Admiral Group plc (the "**Company**") at www.admiralgroup.co.uk, in the Investor Relations section.

To access these documents you will need to have Adobe Acrobat Reader installed.

This letter has been provided to you as a shareholder registered to receive such notifications. If you have sold or otherwise transferred all your shares in the Company, please forward this document to the purchaser or transferee, or to the person who arranged the sale or transfer so they can pass these documents to the person who now holds the shares.

The Company's Annual General Meeting will be held at 2pm on Wednesday 26 April 2017 at Cardiff City Hall, Cathays Park, Cardiff, CF10 3ND, Wales. Please find enclosed your proxy card for this meeting. Please ensure that you use this proxy card if you wish to register your votes, as generic proxy cards are not available on the Company's website. Alternatively, you may vote online by visiting www.admiral-shareholder.co.uk and following the instructions provided.

The Notice of Annual General Meeting will remain on this website until the conclusion of this meeting. The Annual Report and Accounts will remain on this website for a period of 5 years.

We would like to take this opportunity to thank you for having consented to receive this report via the Company's website rather than in hard copy form, as this will contribute to cost savings for the Company and will minimise unnecessary paper usage. If you would like to receive general communications from the Company via email, rather than paper notifications such as this letter, make enquiries to Capita Asset Services on 0871 664 0300 * or register at:

www.admiral-shareholder.co.uk

If you are in any doubt as to any aspect of the proposals referred to in this document and the documents available on the Company's website, or as to the action you should take, you should seek your own advice from your stockbroker, solicitor, accountant or other independent adviser authorised under the Financial Services and Markets Act 2000.

Yours faithfully

Mark Waters
Company Secretary
Admiral Group Plc

* calls cost 12p per minute plus network extras; lines are open 9am – 5.30pm Monday to Friday

