



19 February 2025

Aviva plc

Notification of Transactions of Directors and Persons Discharging Managerial Responsibilities (PDMRs)

Aviva announces that the share interests of the following PDMRs have increased following the acquisition of shares under the Aviva All Employee Share Ownership Plan (AESOP) on 17 February 2025.

| Name | Share Price | No. of shares |
|---------------|-------------|---------------|
| Mark Versey | £5.12 | 49 |
| Douglas Brown | £5.12 | 50 |
| James Hillman | £5.12 | 50 |

This announcement is made in accordance with Article 19 of the EU Market Abuse Regulation 596/2014 (as incorporated into UK domestic law by the European Union (Withdrawal) Act 2018).

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| 1 | Details of the person discharging managerial responsibilities/person closely associated | | |
| a) | Name | Mark Versey | |
| 2 Reason for the notification | | | |
| a) | Position/status | CEO of Aviva Investors | |
| b) | Initial notification/Amendment | Initial Notification | |
| 3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | |
| a) | Name | Aviva plc | |
| b) | LEI | YF0Y5B0IB8SM0ZFG9G81 | |
| 4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted | | | |
| a) | Description of the financial instrument, type of instrument | Ordinary Shares | |
| | Identification code | GB00BPQY8M80 | |
| b) | Nature of transaction | Acquisition under the Aviva All Employee Share Ownership Plan (AESOP). | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | £5.12 | 49 |
| d) | Aggregated information | Price | Volume |
| | | £5.12 | 49 |
| e) | Date of the transaction | 2025-02-17 | |
| f) | Place of the transaction | London Stock Exchange, XLON | |

| | | | |
|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|-----------|
| 1 | Details of the person discharging managerial responsibilities/person closely associated | | |
| a) | Name | Douglas Brown | |
| 2 | Reason for the notification | | |
| a) | Position/status | CEO of Insurance, Wealth & Retirement | |
| b) | Initial notification/Amendment | Initial Notification | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | |
| a) | Name | Aviva plc | |
| b) | LEI | YFOY5B0IB8SM0ZFG9G81 | |
| 4 | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted | | |
| a) | Description of the financial instrument type of instrument Identification code | Ordinary Shares GB00BPQY8M80 | |
| b) | Nature of transaction | Acquisition under the Aviva All Employee Share Ownership Plan (AESOP). | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | £5.12 | 50 |
| d) | Aggregated information | Price | Volume |
| | | £5.12 | 50 |
| e) | Date of the transaction | 2025-02-17 | |
| f) | Place of the transaction | London Stock Exchange, XION | |

| | | | |
|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|-----------|
| 1 | Details of the person discharging managerial responsibilities/person closely associated | | |
| a) | Name | James Hillman | |
| 2 | Reason for the notification | | |
| a) | Position/status | Group 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 | Aviva plc | |
| b) | LEI | YFOY5B0IB8SM0ZFG9G81 | |
| 4 | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted | | |
| a) | Description of the financial instrument type of instrument Identification code | Ordinary Shares GB00BPQY8M80 | |
| b) | Nature of transaction | Acquisition under the Aviva All Employee Share Ownership Plan (AESOP). | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | £5.12 | 50 |
| d) | Aggregated information | Price | Volume |
| | | £5.12 | 50 |
| e) | Date of the transaction | 2025-02-17 | |

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| f) | Place of the transaction | London Stock Exchange, XLON |
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