



18 March 2025

Aviva plc

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

This announcement relates to the grant of conditional awards over Aviva plc Ordinary Shares (Shares) to PDMRs on 17 March 2025 under the Aviva Annual Bonus Plan (ABP), Aviva Long Term Incentive Plan (LTIP), and Aviva Recruitment and Retention Share Award Plan (RRSAP) (the Awards).

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).

1	Details of the person discharging managerial responsibilities		
a)	Name	Amanda Blanc	
2	Reason for the notification		
a)	Position/status	Group Chief Executive Officer	
b)	Initial notification/Amendment	Initial notification	
3	Details of the issuer		
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 Identification code	Shares GB00BPQY8M80	
b)	Nature of transaction	1. Grant of conditional awards over Shares under the Aviva Annual Bonus Plan 2. Grant of conditional awards over Shares under the Aviva Long Term Incentive Plan.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		1. Nil 2. Nil	1. 201,661 2. 792,647
d)	Aggregated information	Price(s)	Aggregate volume(s)
		1. Nil 2. Nil	1. 201,661 2. 792,647
e)	Date of the transaction	1. 2025-03-17 2. 2025-03-17	
f)	Place of the transaction	1. Outside a trading venue 2. Outside a trading venue	

1	Details of the person discharging managerial responsibilities
----------	--

a)	Name	Charlotte Jones	
2	Reason for the notification		
a)	Position/status	Group Chief Financial Officer	
b)	Initial notification/Amendment	Initial notification	
3	Details of the issuer		
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 Identification code	Shares GB00BPQY8M80	
b)	Nature of transaction	1. Grant of conditional awards over Shares under the Aviva Annual Bonus Plan. 2. Grant of conditional awards over Shares under the Aviva Long Term Incentive Plan.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		1. Nil 2. Nil	1. 93,192 2. 310,294
d)	Aggregate information	Price(s)	Aggregate volume(s)
		1. Nil 2. Nil	1. 93,192 2. 310,294
e)	Date of the transaction	1. 2025-03-17 2. 2025-03-17	
f)	Place of the transaction	1. Outside a trading venue 2. Outside a trading venue	

1	Details of the person discharging managerial responsibilities		
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		
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 Identification code	Shares GB00BPQY8M80	
b)	Nature of transaction	1. Grant of conditional awards over Shares under the Aviva Annual Bonus Plan. 2. Grant of conditional awards over Shares under the Aviva Long Term Incentive Plan. 3. Grant of conditional awards over Shares under the Aviva Recruitment and Retention Share Award Plan.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		1. Nil 2. Nil	1. 103,400 2. 310,294

		3. Nil	3. 150,905
d)	Aggregate information	Price(s)	Aggregate volume(s)
		1. Nil 2. Nil 3. Nil	1. 103,400 2. 310,294 3. 150,905
e)	Date of the transaction	1. 2025-03-17 2. 2025-03-17 3. 2025-03-17	
f)	Place of the transaction	1. Outside a trading venue 2. Outside a trading venue 3. Outside a trading venue	

1	Details of the person discharging managerial responsibilities		
a)	Name	Tracy Garrad	
2	Reason for the notification		
a)	Position/status	CEO of Canada General Insurance	
b)	Initial notification/Amendment	Initial notification	
3	Details of the issuer		
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 Identification code	Shares GB00BPQY8M80	
b)	Nature of transaction	1. Grant of conditional awards over Shares under the Aviva Annual Bonus Plan. 2. Grant of conditional awards over Shares under the Aviva Long Term Incentive Plan.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		1. Nil 2. Nil	1. 66,831 2. 227,176
d)	Aggregate information	Price(s)	Aggregate volume(s)
		1. Nil 2. Nil	1. 66,831 2. 227,176
e)	Date of the transaction	1. 2025-03-17 2. 2025-03-17	
f)	Place of the transaction	1. Outside a trading venue 2. Outside a trading venue	

1	Details of the person discharging managerial responsibilities	
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	
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 Identification code	Shares GB00BPQY8M80	
b)	Nature of transaction	1. Grant of conditional awards over Shares under the Aviva Annual Bonus Plan. 2. Grant of conditional awards over Shares under the Aviva Long Term Incentive Plan.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		1. Nil 2. Nil	1. 57,904 2. 202,205
d)	Aggregate information	Price(s)	Aggregate volume(s)
		1. Nil 2. Nil	1. 57,904 2. 202,205
e)	Date of the transaction	1. 2025-03-17 2. 2025-03-17	
f)	Place of the transaction	1. Outside a trading venue 2. Outside a trading venue	

1	Details of the person discharging managerial responsibilities		
a)	Name	Jason Storah	
2	Reason for the notification		
a)	Position/status	CEO of UK & Ireland General Insurance	
b)	Initial notification/Amendment	Initial notification	
3	Details of the issuer		
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 Identification code	Shares GB00BPQY8M80	
b)	Nature of transaction	1. Grant of conditional awards over Shares under the Aviva Annual Bonus Plan. 2. Grant of conditional awards over Shares under the Aviva Long Term Incentive Plan.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		1. Nil 2. Nil	1. 85,202 2. 248,161
d)	Aggregate information	Price(s)	Aggregate volume(s)
		1. Nil 2. Nil	1. 85,202 2. 248,161
e)	Date of the transaction	1. 2025-03-17 2. 2025-03-17	
f)	Place of the transaction	1. Outside a trading venue 2. Outside a trading venue	

1	Details of the person discharging managerial responsibilities		
a)	Name	Mark Vennart	

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		
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 Identification code	Shares GB00BPQY8M80	
b)	Nature of transaction	Grant of conditional awards over Shares under the Aviva Long Term Incentive Plan.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil	79,779
d)	Aggregated information	Price(s)	Aggregate volume(s)
		Nil	79,779
e)	Date of the transaction	2025-03-17	
f)	Place of the transaction	Outside a trading venue	

Notes

The awards were granted for nil consideration.

The price used to calculate the number of shares awarded under the ABP and LTIP was 544 pence. The price used to calculate the number of shares awarded under the RRSAP was 497 pence.

The ABP awards represent a percentage of the bonuses paid to PDMRs in respect of 2024, deferred for a period of three years. They will vest in three equal annual tranches in accordance with the plan rules.

The LTIP awards will vest in 2028 in accordance with the plan rules, subject to the achievement of the performance conditions outlined in the Remuneration Policy. Performance will be measured over a three-year performance period from 1 January 2025 to 31 December 2027.

The LTIP awards granted to Executive Directors are subject to a two-year post-vesting holding period and therefore will be released in 2030.

The LTIP award granted to Mark Versey is subject to a six-month post-vesting holding period and therefore will be released in September 2028.

The LTIP awards granted to Douglas Brown and Mark Versey are also subject to personal performance conditions, in line with Investment Firms Prudential Regime (IFPR) regulations. Individual performance is therefore considered at both the point of grant and prior to any vesting.

Under each of the ABP, LTIP and RRSAP awards, additional shares are awarded at vesting in lieu of dividends on the shares that vest.

-ends-

Enquiries:

Media:

Andrew Reid
Sarah Swailes

+44 (0)7800 694 276
+44 (0)7800 694 859

Analysts:

Greg Neilson
Joel von Sternberg

+44 (0)7800 694 564
+44 (0)7384 231 238

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact ms@lse.com or visit www.ms.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHDVLFEXLFBBQ