



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 Shares Identification code 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
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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 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.

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