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FOR IMMEDIATE RELEASE

22 April 2025

RECOMMENDED CASH AND SHARE OFFER
FOR DIRECT LINE INSURANCE GROUP PLC ("DIRECT LINE")
BY AVIVA PLC ("AVIVA")
to be effected by means of a Scheme of Arrangement
under Part 26 of the Companies Act 2006
SALE OF SECURITIES FOLLOWING PENSION TRANSFER IN

As required pursuant to Rule 4.2 of the City Code on Takeovers and Mergers (the "Code"), Aviva notes that it intends to sell 52,109 ordinary shares of Direct Line (the "Direct Line Shares") received in the ordinary course of its occupational pension scheme business.

The Aviva Master Trust is an occupational pension scheme, governed by a wholly independent trustee board, which manages assets on behalf of its members. In line with normal industry practice, when the Aviva Master Trust secures a new client, the assets of the existing occupational scheme are often transferred in specie to the Aviva Master Trust.

Following a recent client onboarding, Aviva Investors (on behalf of the Aviva Master Trust) received 52,109 Direct Line Shares. The index of securities held by the receiving fund (which is derived from the investment strategy chosen by the underlying client) does not include any Direct Line ordinary shares. Therefore, Aviva Investors is required to sell the Direct Line Shares and will do so not less than 24 hours following this announcement.

The Panel on Takeover and Mergers has confirmed on an ex-parte basis that such dealings in these Direct Line Shares shall have no Code consequences.

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Further information

This announcement is for information purposes only and is not intended to and does not constitute, or form part of, any offer to sell or an invitation to purchase any securities; a solicitation of an offer to buy, otherwise acquire, subscribe for, sell or otherwise dispose of any securities pursuant to the Acquisition or otherwise; or the solicitation of any vote or approval in any jurisdiction pursuant to the Acquisition or otherwise; nor shall there be any purchase, sale, issuance or exchange of securities or such solicitation in any jurisdiction in which such offer, solicitation, sale issuance or exchange is unlawful.

The Acquisition will be made solely by means of the Scheme Document (or, if the Acquisition is implemented by way of a Takeover Offer, the offer document) which, together with any related Forms of Proxy, contains the full terms and conditions of the Acquisition.

The statements contained in this announcement are made as at the date of this announcement, unless some other time is specified in relation to

them, and publication of this announcement shall not give rise to any implication that there has been no change in the facts set forth in this announcement since such date.

This announcement does not constitute a prospectus or prospectus equivalent document.

Important notices about financial advisers

Citi Global Markets Limited ("Citi"), which is authorised by the PRA and regulated in the United Kingdom by the PRA and FCA is acting as financial adviser exclusively for Aviva and for no one else in connection with the matters described in this announcement, and will not be responsible to anyone other than Aviva for providing the protections afforded to its clients nor for providing advice in relation to the matters referred to in this announcement. Neither Citi nor any of its affiliates, directors or employees owes or accepts any duty, liability or responsibility whatsoever (whether direct or indirect, consequential, whether in contract, tort, in delict, under statute or otherwise) to any person who is not a client of Citi in connection with this announcement, any statement contained herein or otherwise.

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Publication on a website

In accordance with Rule 26.1 of the Takeover Code, a copy of this announcement and any document incorporated by reference will be made available, free of charge, subject to certain restrictions relating to persons resident in Restricted Jurisdictions, on Direct Line's website at <https://www.directlinegroup.co.uk/en/investors> and Aviva's website at <https://www.aviva.com/investors/> by no later than 12.00 noon (London time) on the Business Day following the date of this announcement.

For the avoidance of doubt, the contents of these websites are not incorporated into, and do not form part of, this announcement.

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