



02 June 2025

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

Aviva announces that the share interests of the under-noted PDMRs have increased following the reinvestment of dividends in respect of Ordinary shares as stated below. The transactions were made in London on 28 May 2025.

Name	Nominee/Trustee	Share price	No of shares
Charlotte Jones	Nominee Account	£6.234638	8,051
Jason Storah	Nominee Account	£6.234638	19,061
	Aviva Global Matching Share Plan	£6.188226	69
Mark Versey	Nominee Account	£6.234638	6,531
	Aviva All Employee Share Ownership Plan (AESOP)	£6.188226	315
Pippa Lambert	Aviva Non-Executive Director Share Purchase Scheme	£6.234638	715
James Hillman	Nominee Account	£6.234638	1,906
	Aviva All Employee Share Ownership Plan (AESOP)	£6.188226	28
Douglas Brown	Aviva All Employee Share Ownership Plan (AESOP)	£6.188226	114
Tracy Garrad	Nominee Account	£6.234638	108
	Aviva Global Matching Share Plan	£6.188226	4

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	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	Shares
	Identification code	GB00BPQY8M80

b)	Nature of transaction	Dividend re-investment in nominee account	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£6.234638	8,051
d)	Aggregate information	Price(s)	Aggregate volume(s)
		£6.234638	8,051
e)	Date of the transaction	2025-05-28	
f)	Place of the transaction	London Stock Exchange, XLON	

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. Dividend re-investment in nominee account 2. Dividend re-investment under Global Matching Share Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		1. £6.234638 2. £6.188226	1. 19,061 2. 69
d)	Aggregate information	Price(s)	Aggregate volume(s)
		1. £6.234638 2. £6.188226	1. 19,061 2. 69
e)	Date of the transaction	1. 2025-05-28 2. 2025-05-28	
f)	Place of the transaction	1. London Stock Exchange, XLON 2. London Stock Exchange, XLON	

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	Shares

	of instrument Identification code	GB00BPQY8M80	
b)	Nature of transaction	1. Dividend re-investment in nominee account 2. Dividend re-investment under Aviva All Employee Share Ownership Plan (AESOP)	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		1. £6.234638 2. £6.188226	1. 6,531 2. 315
d)	Aggregated information	Price(s)	Aggregate volume(s)
		1. £6.234638 2. £6.188226	1. 6,531 2. 315
e)	Date of the transaction	1. 2025-05-28 2. 2025-05-28	
f)	Place of the transaction	1. London Stock Exchange, XLON 2. London Stock Exchange, XLON	

1	Details of the person discharging managerial responsibilities		
a)	Name	Pippa Lambert	
2	Reason for the notification		
a)	Position/status	Non-Executive Director	
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	Dividend re-investment under Aviva Non-Executive Director Share Purchase Scheme	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£6.234638	715
d)	Aggregated information	Price(s)	Aggregate volume(s)
		£6.234638	715
e)	Date of the transaction	2025-05-28	
f)	Place of the transaction	London Stock Exchange, XLON	

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. Dividend re-investment in nominee account 2. Dividend re-investment under Aviva All Employee Share Ownership Plan (AESOP)	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		1. £6.234638 2. £6.188226	1. 1,906 2. 28
d)	Aggregated information	Price(s)	Aggregate volume(s)
		1. £6.234638 2. £6.188226	1. 1,906 2. 28
e)	Date of the transaction	1. 2025-05-28 2. 2025-05-28	
f)	Place of the transaction	London Stock Exchange, XLON	

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	Dividend re-investment under Aviva All Employee Share Ownership Plan (AESOP)	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£6.188226	114
d)	Aggregated information	Price(s)	Aggregate volume(s)
		£6.188226	114
e)	Date of the transaction	2025-05-28	
f)	Place of the transaction	London Stock Exchange, XLON	

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	

7	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. Dividend re-investment in nominee account 2. Dividend re-investment under Global Matching Share Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		1. £6.234638 2. £6.188226	1. 108 2. 4
d)	Aggregated information	Price(s)	Aggregate volume(s)
		1. £6.234638 2. £6.188226	1. 108 2. 4
e)	Date of the transaction	1. 2025-05-28 2. 2025-05-28	
f)	Place of the transaction	1. London Stock Exchange, XLON 2. London Stock Exchange, XLON	

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