RNS Number: 9172V Aviva PLC 19 August 2025



19 August 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 on 15 August 2025.

Name	Share Price	No. of shares
Douglas Brown	£6.74	36
James Hillman	£6.74	36
Mark Versey	£6.74	36

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/person closely associated					
a)	Name	Douglas Brow	Douglas Brown			
2	Reason for the notification		'			
a)	Position/status	CEO of Insura	CEO of Insurance, Wealth & Retirement			
b)	Initial notification/Amendment	Initial Notifica	Initial Notification			
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	Aviva plc	Aviva plc			
b)	LEI	YF0Y5B0IB8	YF0Y5B0IB8SM0ZFG9G81			
4			on to be repeated for (i) each type of instrument; (ii) each type of each place where transactions have been conducted			
a)	Description of the financial instrumtype of instrument	nent,Ordinary Shar	res			
	Identification code	GB00BPQY8	GB00BPQY8M80			
b)	Nature of transaction	Acquisition un	Acquisition under the Aviva All Employee Share Ownership Plan.			
c)	Price(s) and volume(s)	Price(s)	Volume(s)			
		£6.74	36			
d)	Aggregated information	Price	Volume			
		£6.74	36			
e)	Date of the transaction	2025-08-15	2025-08-15			
f)	Place of the transaction	London Stock	London Stock Exchange, XLON			

1	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	James Hillman	James Hillman			
2	Reason for the notification	Reason for the notification				
a)	Position/status	Group Chief F	Group Chief Risk Officer			
b)	Initial notification/Amendment	Initial Notifica	Initial Notification			
3	Details of the issuer, emission auction monitor	n allowance market participant, auction platform, auctioneer or				
a)	Name	Aviva plc	Aviva plc			
b)	LEI	YF0Y5B0IB8	YF0Y5B0IB8SM0ZFG9G81			
4			ction to be repeated for (i) each type of instrument; (ii) each type of (iv) each place where transactions have been conducted			
a)	Description of the financial instrument, Ordinary Shares type of instrument					
a)		inicit,Ordinary Shar	es			
a)		GB00BPQY8				
	type of instrument	GB00BPQY8				
b)	type of instrument Identification code	GB00BPQY8	M80			
b)	type of instrument Identification code Nature of transaction	GB00BPQY8	M80 Ider the Aviva All Employee Share Ownership Plan.			
b) c)	type of instrument Identification code Nature of transaction	GB00BPQY8 Acquisition ur Price(s)	M80 Ider the Aviva All Employee Share Ownership Plan. Volume(s)			
b) c)	type of instrument Identification code Nature of transaction Price(s) and volume(s)	GB00BPQY8 Acquisition ur Price(s) £6.74	M80 Ider the Aviva All Employee Share Ownership Plan. Volume(s) 36			
b) c)	type of instrument Identification code Nature of transaction Price(s) and volume(s)	GB00BPQY8 Acquisition ur Price(s) £6.74 Price	M80 Ider the Aviva All Employee Share Ownership Plan. Volume(s) 36 Volume			

1	Details of the person discharging managerial responsibilities/person closely associated				
a)	Name	Mark Versey	Mark Versey		
2	Reason for the notification				
a)	Position/status	CEO of Aviva	CEO of Aviva Investors		
b)	Initial notification/Amendment	Initial Notificat	Initial Notification		
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor				
a)	Name	Aviva plc	Aviva plc		
b)	LEI	YF0Y5B0IB8	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 Share	Ordinary Shares		
	Identification code	GB00BPQY81	GB00BPQY8M80		
b)	Nature of transaction	Acquisition und	Acquisition under the Aviva All Employee Share Ownership Plan.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)		
		£6.74	36		
d)	Aggregated information	Price	Volume		
		£6.74	36		
e)	Date of the transaction	2025-08-15	2025-08-15		
f)	Place of the transaction	London Stock	London Stock Exchange, XLON		

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