



27 August 2025

Aviva plc

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

Aviva announces that Jason Storah, CEO of UK & Ireland General Insurance, sold 148 Ordinary Shares to cover tax liabilities arising as a result of the vesting of share awards under the Global Matching Share Plan on 22 August 2025.

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	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	Ordinary Shares GB00BPQY8M80	
b)	Nature of transaction	Sale of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£6.72	148
d)	Aggregate information	Price	Aggregate volume
		£6.72	148
e)	Date of the transaction	2025-08-22	
f)	Place of the transaction	London Stock Exchange, XLON	

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