



04 September 2025

Aviva plc

Notification of Transactions of Directors and Persons Discharging Managerial Responsibilities (PDMRs) and Persons Closely Associated with them

Aviva announces that Amanda Blanc, Group Chief Executive Officer and PDMR, and a person closely associated with her, Kenneth Blanc, purchased 6,594 and 19,142 Aviva plc Ordinary Shares at a price of £6.23 on 03 September 2025, respectively.

Full details of the transactions are set out below.

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	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	Ordinary Shares
	Identification code	GB00BPQY8M80
b)	Nature of transaction	Purchase of Ordinary Shares
c)	Price(s) and volume(s)	Price(s)
		£6.23
d)	Aggregated information	Volume(s)
		6,594
e)	Date of the transaction	Price
		£6.23
f)	Place of the transaction	Volume
		6,594
e)	Date of the transaction	2025-09-03
f)	Place of the transaction	London Stock Exchange, XLON

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Kenneth Blanc
2	Reason for the notification	

2	Reason for the notification	
a)	Position/status	Person Closely Associated with Amanda Blanc
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	Purchase of Ordinary Shares
c)	Price(s) and volume(s)	Price(s)
		£6.23
d)	Aggregated information	Volume(s)
		19142
e)	Date of the transaction	Price
		£6.23
f)	Place of the transaction	Volume
		19142
e)	Date of the transaction	2025-09-03
f)	Place of the transaction	London Stock Exchange, XLON

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