



17 September 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 and the grant of free shares to all employees on 15 September 2025.

Name	Award/Plan	Share Price	No. of shares
Amanda Blanc	Free Share Award	£6.35	78
Charlotte Jones	Free Share Award	£6.35	78
Douglas Brown	Free Share Award	£6.35	78
	Aviva All Employee Share Ownership Plan	£6.73	39
James Hillman	Free Share Award	£6.35	78
	Aviva All Employee Share Ownership Plan	£6.73	39
Jason Storah	Free Share Award	£6.35	78
Mark Versey	Free Share Award	£6.35	78
	Aviva All Employee Share Ownership Plan	£6.73	36
Navinder Dhillon	Free Share Award	£6.35	78

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).

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Amanda Blanc
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Group Chief Executive Officer
b)	Initial notification/Amendment	Initial Notification
<b>3</b>	<b>Details of the issuer</b>	
a)	Name	Aviva plc
b)	LEI	YF0Y5B0IB8SM0ZFG9G81
<b>4</b>	<b>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</b>	
a)	Description of the financial instrument, type of instrument	Ordinary Shares
	Identification code	GB00B0V8M80

	Identification code	GB00BPQY8M80	
b)	Nature of transaction	Grant of Free Shares under the Aviva All Employee Share Ownership Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£6.35	78
d)	Aggregated information	Price	Volume
		£6.35	78
e)	Date of the transaction	2025-09-15	
f)	Place of the transaction	London Stock Exchange, XLON	

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  Identification code	Shares  GB00BPQY8M80	
b)	Nature of transaction	Grant of Free Shares under the Aviva All Employee Share Ownership Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£6.35	78
d)	Aggregate information	Price(s)	Aggregate volume(s)
		£6.35	78
e)	Date of the transaction	2025-09-15	
f)	Place of the transaction	London Stock Exchange, XLON	

1	Details of the person discharging managerial responsibilities/person closely associated	
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, emission allowance market participant, auction platform, auctioneer or auction monitor	
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	1. Grant of Free Shares under the Aviva All Employee Share Ownership Plan 2. Acquisition under the Aviva All Employee Share Ownership Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		1. £6.35 2. £6.73	1. 78 2. 39
d)	Aggregated information	Price	Volume
		1. £6.35 2. £6.73	1. 78 2. 39
e)	Date of the transaction	1. 2025-09-15 2. 2025-09-15	
f)	Place of the transaction	1. London Stock Exchange, XLON 2. London Stock Exchange, XLON	

1	Details of the person discharging managerial responsibilities/person closely associated		
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, emission allowance market participant, auction platform, auctioneer or auction monitor		
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	1. Grant of Free Shares under the Aviva All Employee Share Ownership Plan 2. Acquisition under the Aviva All Employee Share Ownership Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		1. £6.35 2. £6.73	1. 78 2. 39
d)	Aggregated information	Price	Volume
		1. £6.35 2. £6.73	1. 78 2. 39
e)	Date of the transaction	1. 2025-09-15 2. 2025-09-15	
f)	Place of the transaction	1. London Stock Exchange, XLON 2. London Stock Exchange, XLON	

<b>1</b>	<b>Details of the person discharging managerial responsibilities</b>	
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	Grant of Free Shares under the Aviva All Employee Share Ownership Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£6.35	78
d)	Aggregate information	Price	Aggregate volume
		£6.35	78
e)	Date of the transaction	2025-09-15	
f)	Place of the transaction	London Stock Exchange, XLON	

1	Details of the person discharging managerial responsibilities/person closely associated		
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, emission allowance market participant, auction platform, auctioneer or auction monitor		
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	1. Grant of Free Shares under the Aviva All Employee Share Ownership Plan 2. Acquisition under the Aviva All Employee Share Ownership Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		1. £6.35 2. £6.73	1. 78 2. 36
d)	Aggregated information	Price	Volume
		1. £6.35 2. £6.73	1. 78 2. 36
e)	Date of the transaction	1. 2025-09-15 2. 2025-09-15	
f)	Place of the transaction	1. London Stock Exchange, XLON 2. London Stock Exchange, XLON	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Navinder Dhillon	
2	Reason for the notification		
a)	Position/status	Chief Executive Officer of Aviva Canada	
b)	Initial notification/Amendment	Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
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	Acquisition under the Global Matching Share Plan.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£6.35	78
d)	Aggregated information	Price	Volume
		£6.35	78
e)	Date of the transaction	2025-09-15	
f)	Place of the transaction	London Stock Exchange, XLON	

-ends-

#### Enquiries:

Media:

Andrew Reid	+44 (0)7800 694 276
Sarah Swailes	+44 (0)7800 694 859
Marion Fischer	+44 (0)7800 693 219

Analysts:

Greg Neilson	+44 (0)7800 694 564
Joel von Sternberg	+44 (0)7384 231 238
Michael O'Hara	+44 (0)7387 234 388

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [rns@seg.com](mailto:rns@seg.com) or visit [www.ms.com](http://www.ms.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHBDLFFEKLLBBE