



23 October 2025

## 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 reinvestment of dividends in respect of Ordinary shares as stated below. The transactions were made in London on 16 October 2025.

Name	Nominee/Trustee	Share price	No of shares
Charlotte Jones	Nominee Account	£6.70	4,241
Jason Storah	Nominee Account	£6.70	10,045
	Aviva Global Matching Share Plan	£6.70	36
Mark Versey	Aviva All Employee Share Ownership Plan (AESOP)	£6.70	171
Pippa Lambert	Aviva Non-Executive Director Share Purchase Scheme	£6.70	390
Douglas Brown	Aviva All Employee Share Ownership Plan (AESOP)	£6.70	64
Navinder Dhillon	Nominee Account	£6.70	66
	Aviva Global Matching Share Plan	£6.70	3

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  Identification code	Shares  GB00BPQY8M80	
b)	Nature of transaction	Dividend re-investment under Aviva Nominee Account	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£6.70	4,241
d)	Aggregate information	Price(s)	Aggregate volume(s)

d)	Aggregate information	Price(s)	Aggregate volume(s)
		£6.70	4,241
e)	Date of the transaction	2025-10-16	
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 under Aviva Nominee Account 2. Dividend re-investment under Aviva Global Matching Share Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		1. £6.70 2. £6.70	1. 10,045 2. 36
d)	Aggregate information	Price(s)	Aggregate volume(s)
		1. £6.70 2. £6.70	1. 10,045 2. 36
e)	Date of the transaction	1. 2025-10-16 2. 2025-10-16	
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	YF0Y5B0IB8SM0ZF9G81	
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)

		£6.70	171
d)	Aggregated information	Price(s)	Aggregate volume(s)
		£6.70	171
e)	Date of the transaction	2025-10-16	
f)	Place of the transaction	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)
		£6.70	390
d)	Aggregated information	Price(s)	Aggregate volume(s)
		£6.70	390
e)	Date of the transaction	2025-10-16	
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)
		£6.70	64
d)	Aggregated information	Price(s)	Aggregate volume(s)

d)	Aggregated information	Price(s)	Aggregate volume(s)
		£6.70	64
e)	Date of the transaction	2025-10-16	
f)	Place of the transaction	London Stock Exchange, XLON	

1	Details of the person discharging managerial responsibilities		
a)	Name	Navinder Dhillon	
2	Reason for the notification		
a)	Position/status	CEO of Aviva Canada	
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 under Aviva Nominee Account 2. Dividend re-investment under Aviva Global Matching Share Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		1. £6.70 2. £6.70	1. 66 2. 3
d)	Aggregated information	Price(s)	Aggregate volume(s)
		1. £6.70 2. £6.70	1. 66 2. 3
e)	Date of the transaction	1. 2025-10-16 2. 2025-10-16	
f)	Place of the transaction	1. London Stock Exchange, XLON 2. London Stock Exchange, XLON	

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