



19 November 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 on 17 November 2025. Douglas Brown, James Hillman, and Mark Versey purchased shares under the Aviva All Employee Share Ownership Plan and Pippa Lambert purchased shares under the Aviva Non-Executive Director Share Purchase Scheme.

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	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 Identification code	Ordinary Shares GB00BPQY8M80	
b)	Nature of transaction	Acquisition under the Aviva All Employee Share Ownership Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£6.44	39
d)	Aggregated information	Price	Volume
		£6.44	39
e)	Date of the transaction	2025-11-17	
f)	Place of the transaction	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	Acquisition under the Aviva All Employee Share Ownership Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£6.44	39
d)	Aggregated information	Price	Volume
		£6.44	39
e)	Date of the transaction	2025-11-17	
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	Acquisition under the Aviva All Employee Share Ownership Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£6.44	36
d)	Aggregated information	Price	Volume
		£6.44	36
e)	Date of the transaction	2025-11-17	
f)	Place of the transaction	London Stock Exchange, XLON	

1	Details of the person discharging managerial responsibilities/person closely associated	
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	Ordinary Shares GB00BPQY8M80	
b)	Nature of transaction	Acquisition under the Aviva Non-Executive Director Share Purchase Scheme	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£6.42	229
d)	Aggregated information	Price	Volume
		£6.42	229
e)	Date of the transaction	2025-11-17	
f)	Place of the transaction	London Stock Exchange, XLON	

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