

# Aviva

## Continued progress in the UK



# Progress in the UK



**Market leading brand recognition**

**400,000 new motor customers**

**25% market share individual annuities**

**15% market share in protection**



**Quote me  
happy.com**



**Unparalleled customer reach  
through intermediaries, corporate  
partners and direct**



**9,000 IFA firms**



**UK General Insurer of the Year  
Best Pension Provider of the Year  
UK Health Insurer of the Year**



We're here to grow our customer base, net funds under management and our earnings over time

Be a leader in Workplace Savings

Protect the value in Individual Accumulation

Exploit our strong position in Protection (inc. Health)

Exploit our strong position in At Retirement

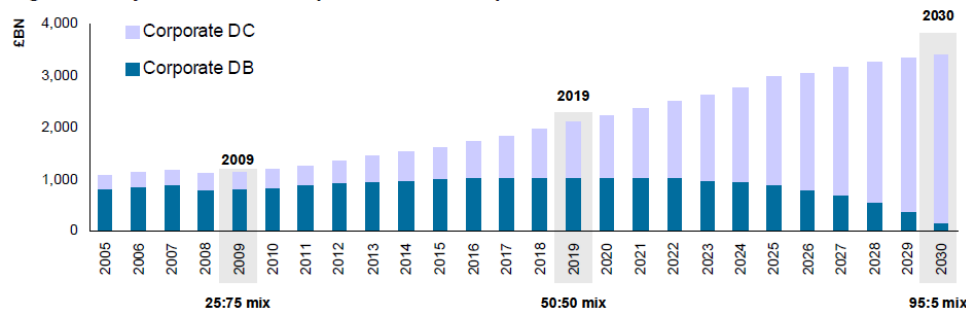
Continue to broaden distribution and customer access

**Well-placed for a post Solvency II, RDR and auto-enrolment environment**

# Sharpening of focus in Workplace Savings

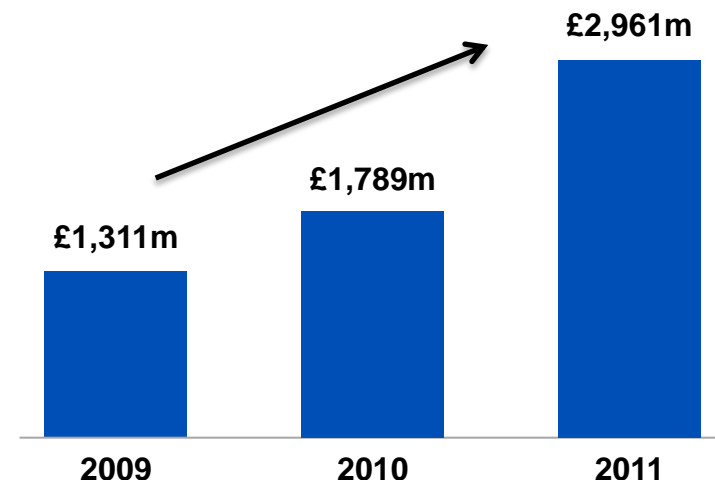
The defined contribution market is projected to grow strongly over the long term

Figure 1: Projected total UK Corporate DB and DC pension assets to 2030



Source: PPI, Towers Watson, ONS, FSA, Oliver Wyman analysis  
Note: including NEST

## Aviva UK Group Personal Pension Sales



- 65% increase in Group Personal Pensions to £2,961m (2010: £1,789m) whilst exceeding IRR hurdle rate
- Half of new business written in 2011 was on a free of commission basis
- Proposition underpinned by strength of brand and service, market leading employee engagement tools and broad investment choice

More to come in 2012 as we continue to explore further opportunities in this market

# Our strategic response to RDR

Exploit our strengths in risk-based propositions

Accelerate growth in our Corporate business

Focus our individual Accumulation business

Selective Growth in intermediary

Build Direct to Consumer capability

Continue to dominate in Bancassurance

## A changing world

Eurozone outlook still tough

Low interest rate environment

Regulatory uncertainty

SII, RDR & auto-enrolment in the UK

Low consumer confidence and changing behaviours

## We're well positioned

Sharply improved operational capital generation;  
continuing strong credit track record

Competitive and profitable in our chosen markets

Diversified product, distribution and customer  
portfolio

Benefits of a diversified portfolio; Strong position in  
corporate market

Strong brand, simple and easy to access products  
and great service

# Q&A