

# One Aviva: Our unique business model

## Trusted brand

#1

UK insurance brand<sup>1</sup>

## Leading customer franchise

18.5m

Customers in the UK, Ireland and Canada

## Strong broker relationships

#1

UK broker sentiment<sup>2</sup>

## Material scale

£401bn

Group assets under management

## Diversified model

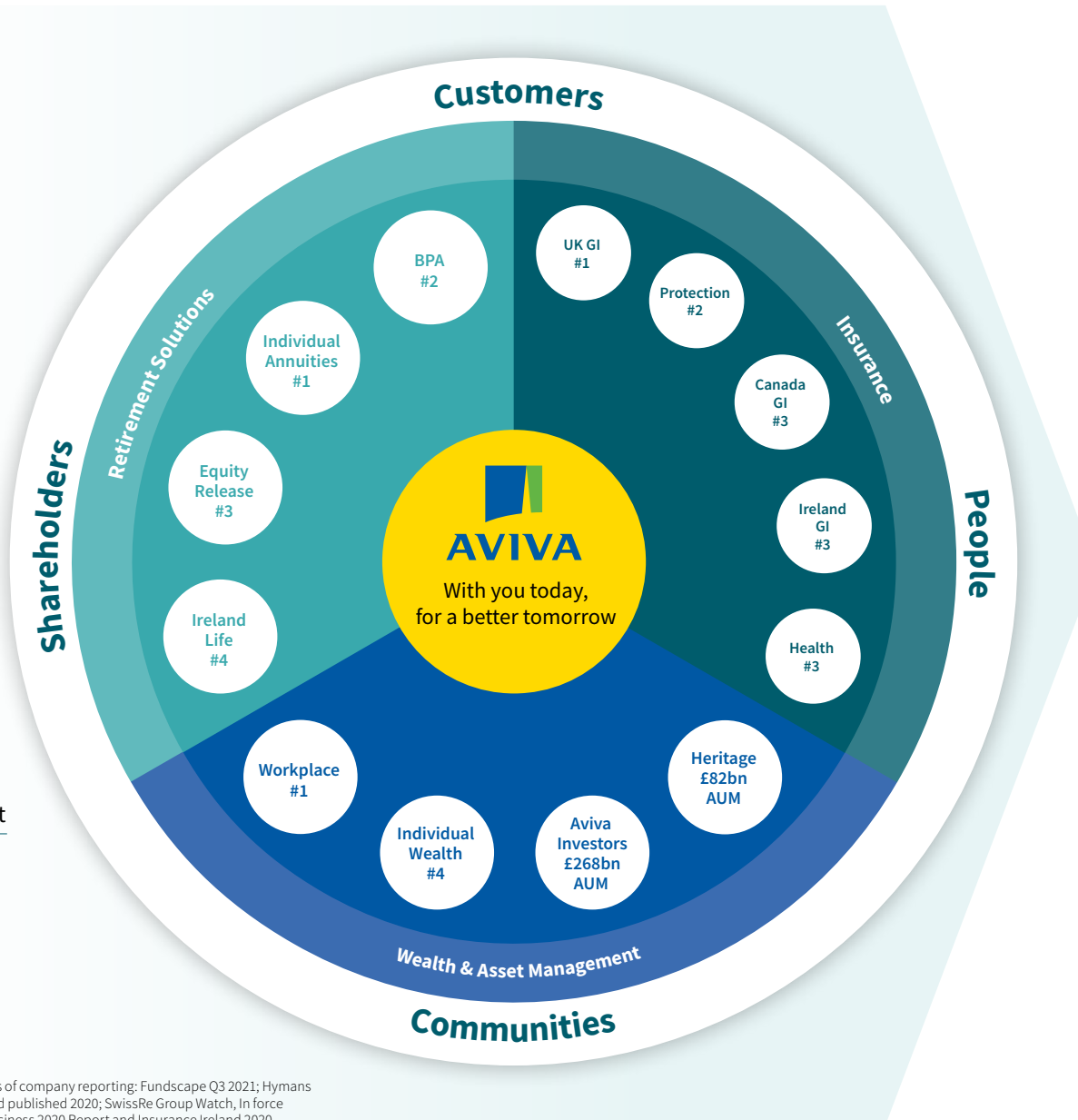
c.£2bn

Capital diversification benefit

<sup>1</sup> Aviva Brand Tracker 2021

<sup>2</sup> GlobalData UK Commercial Broker Survey 2021

# Aviva market positions are based on Aviva's analysis of company reporting: Fundscape Q3 2021; Hymans Robertson H1 2021; LaingBuisson, Healthcover 16ed published 2020; SwissRe Group Watch, In force premiums 2020; Milliman Life and Pensions New Business 2020 Report and Insurance Ireland 2020



## Shareholders

We invest carefully so we can deliver sustainable, growing returns for our shareholders

33%

Total shareholder return over 2021 (2020: (19)%)

## Communities

We play a significant role in our communities, including as a major employer and a long-term responsible investor

3.5m

People helped through £31.8m of community investment in 2021 (2020: 5.1m people and £43.1m)

## Customers

We provide our customers with a range of solutions to meet their insurance, wealth and retirement needs

£30.2bn

Paid out in benefits and claims to our customers in 2021 (2020: £30.6bn)

## Colleagues

We empower our people to achieve their potential within a diverse, collaborative and customer-focused organisation

72%

Our employee engagement score in 2021 (2020: 80%)