



Shareholder update March 2017

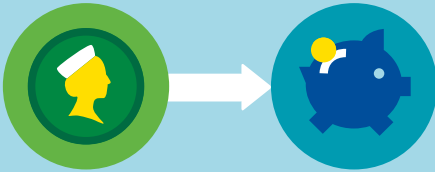
Aviva 2017 Annual General Meeting

| Retirement | Investments | Insurance | Health |

Don't miss out on your future dividends

From November 2017, we are simplifying the way we pay dividends to shareholders by only paying cash dividends directly into a nominated bank account.

If you are currently receiving your dividend by cheque, take action now and select the most appropriate option opposite. If you already receive your dividend direct to your bank account, you do not need to take any further action.



Have your dividends paid directly into...

- Your nominated UK bank account
- Your nominated Euro bank account
- Your nominated bank account in your local currency (fees apply)

...or contributed into a Dividend Reinvestment Plan (fees apply).

To update us with details of your nominated bank account, please contact Computershare or go online at www.aviva.com/online.

If we do not receive a payment instruction, we will hold your dividends for you. Once an instruction is received any unpaid dividends will be paid to you.

Shareholder updates

We are introducing regular Shareholder updates, which will include updates regarding our business, work in the community and other information for shareholders. The updates will be available online as follows:

- May 2017
- August 2017
- November 2017
- March 2018



Register

Register for electronic communications in order to receive an email when these updates are available.

Dividend changes timeline:

25 APRIL 2017

Last date to complete a mandate instruction for the dividend payable in May 2017

17 MAY 2017

Last dividend where cheques will be issued

27 OCTOBER 2017*

Last date to register your mandate instruction for the dividend payable in November 2017

17 NOVEMBER 2017*

First dividend where direct credit is the only method of payment for cash dividends

SPRING 2019

Communication to shareholders who have not submitted a mandate instruction and have had dividends withheld in 2018

*Dates are provisional and may be subject to change

Help Aviva and the British Red Cross strengthen communities

We are a year into our three year strategic partnership with the British Red Cross. Already we have achieved a huge amount together to help communities, in the UK and globally, be safer and stronger in times of uncertainty and crisis. This includes training our people to spot the signs of stress in our customers during times of crisis, and continuing our support of the British Red Cross emergency app, which offers alerts and advice on severe weather threats. Together, we are helping to make people better informed, prepared and therefore more resilient if disaster should strike.

Find out more about our British Red Cross partnership and Aviva's responsible and sustainable business approach at www.aviva.com/cr.



Aviva will donate £1 to the British Red Cross for every:

- Dividend mandate received online
- Proxy appointment received online

Every pound matters – £5 could provide water purification tablets for 600 people in an emergency or time of crisis.

Manage your shareholding online

www.aviva.com/online

You can access online services directly where you can log in using your Computershare details to:

- Change your address
- Change payment options
- Switch to electronic communications
- View your shareholding
- View any outstanding payments

www.aviva.co.uk/myaviva

You can also access useful shareholder information and other Aviva policies you may have in MyAviva.

If you've already registered for MyAviva you'll be able to view useful shareholder information and check the details of Aviva policies you may have. Our online portal brings all this information together into one safe and secure place at a time that suits you. Just log in as normal using your email address via www.aviva.co.uk/myaviva.

MyAviva also includes a link to the Computershare Investor Centre, where you can log in and manage your shareholding as outlined above.



Be a ScamSmart investor

www.fca.org.uk/scamsmart

As a shareholder, you may receive a call from someone offering to buy your shares at a higher price than their market value. This might sound like a great deal, but will likely come with a request for money upfront as a bond or other form of security. This is probably a scam where you pay money upfront but never hear from them again.

If you're cold-called regarding your shares or other investment opportunity, chances are it's very risky or a scam.

The safest thing to do is hang up.



Contacting Computershare

If you have any questions regarding your shareholding, please contact Aviva's Registrar Computershare Investor Services PLC (Computershare):



By telephone:

0371 495 0105

Lines are open from 8.30am to 5.30pm (UK time), Monday to Friday (excluding public holidays). Please call +44 117 378 8361 if calling from outside the UK.



By email:

AvivaSHARES@computershare.co.uk



Online:

www.computershare.co.uk/contactus



In writing:

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