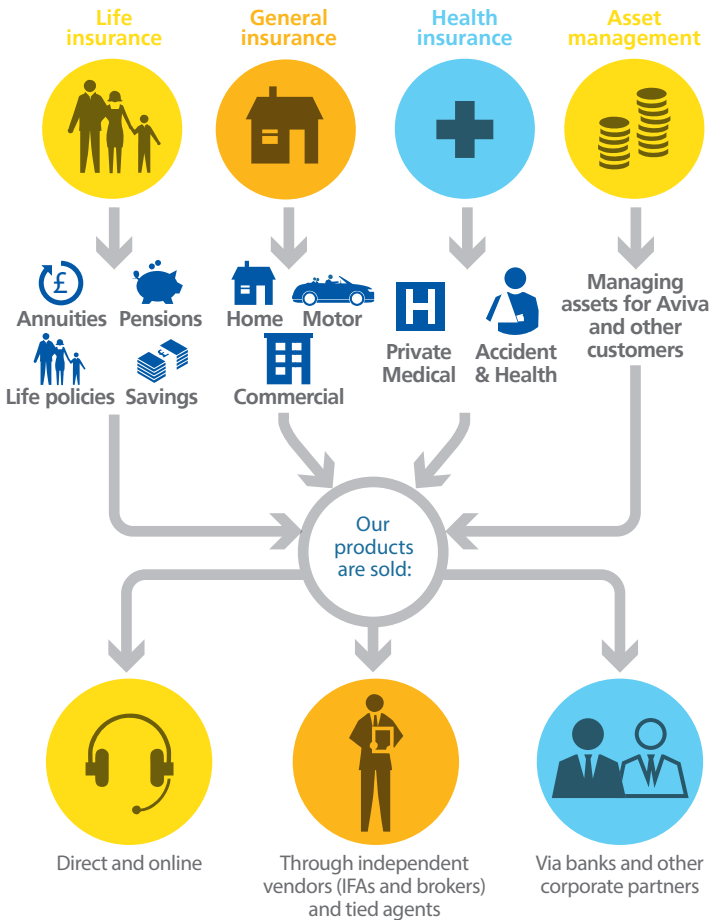


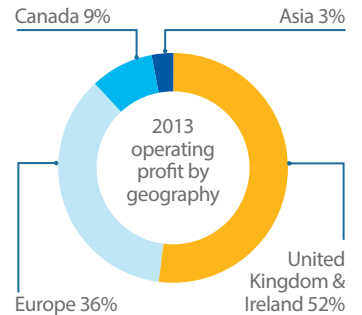
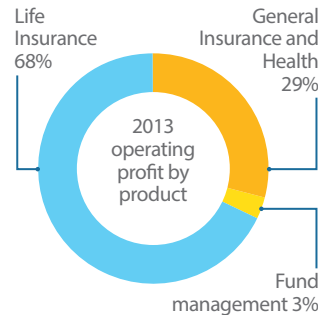
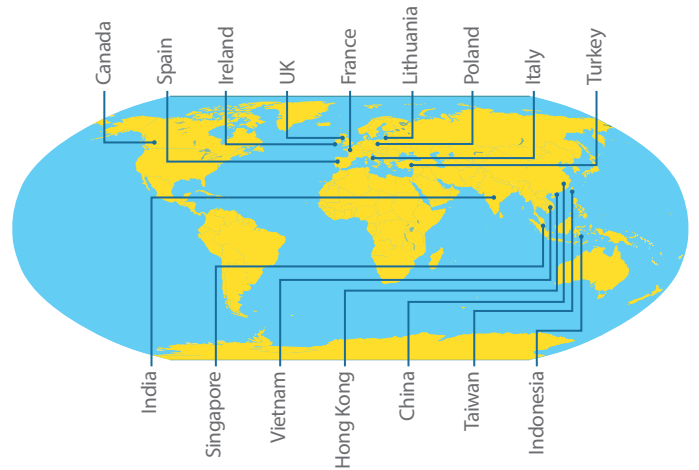


What we do

Helping people save for the future and manage the risks of everyday life



Where we operate:



Our size and scale

31,400,000
Customers

£27.5bn

The amount Aviva paid in claims and benefits to our customers around the world in 2013

318

Years Aviva has been in business

£14m

Paid each day in protection claims in 2013

£241bn

Aviva Investors assets under management

We are the UK's largest general insurer

If we placed all the cars we repair for our UK customers each year end to end, the line would stretch from London to Edinburgh



Our role in society

FTSE4Good
A Top Ten Company in the FTSE 4 Good

Stonewall TOP 100 EMPLOYERS 2014
A member of Stonewall's top 100 employers list

800,000 children
The number of street children Aviva has helped fulfill their potential via our Street to School Programme

£6.2m
Invested in our communities during 2013

£500m
Extra allocated to UK infrastructure this year as part of Government Growth Action Plan

Why choose Aviva



"The turnaround at Aviva is intensifying. Have we made progress? Yes, some. Is it a little faster than anticipated? Probably. Have we unlocked the potential at Aviva? Not yet."

Mark Wilson, Group Chief Executive Officer.

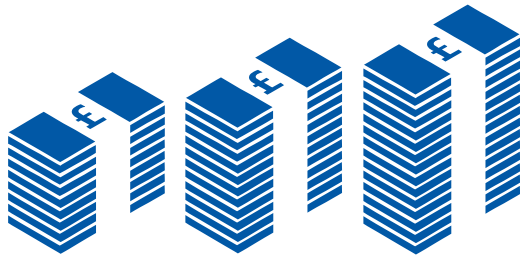


find out more

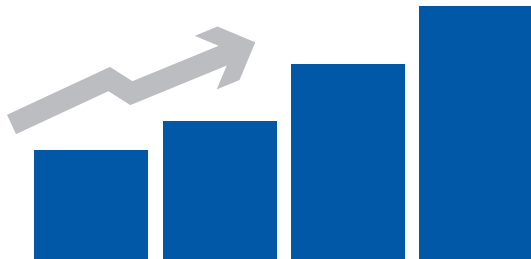
Why invest in Aviva

"There is a clear space in the market for a diversified insurer, that can provide sustainable cash flows, and has good options for growth." Mark Wilson.

We are improving cash flows from established markets such as the UK, France and Canada



We are managing markets such as Poland, Turkey and Asia for growth

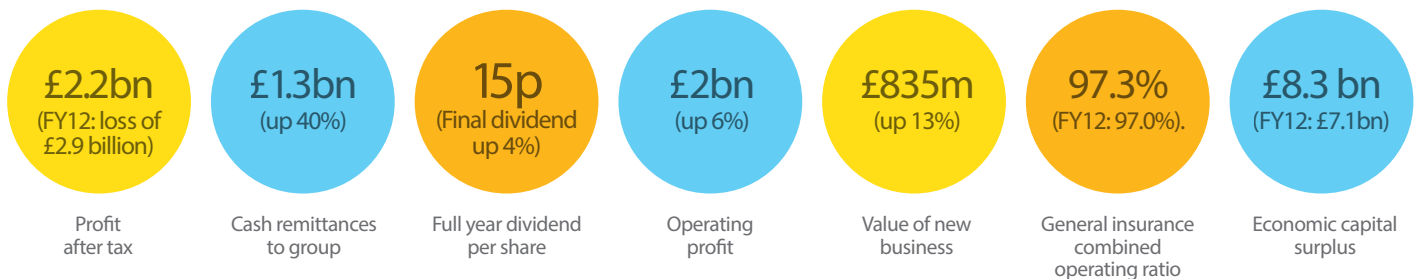


Our strategy

There are three central elements to Aviva's business strategy:

True customer composite	Digital first	Not everywhere
Serving all customer needs across Life, GI, Health and Asset Management	Digital will be central to how Aviva operates: it is how customers want to do business with Aviva	Only in markets where we can win

Aviva's full year 2013 financial performance



See Aviva's most recent financial statement and how we are performing against our five key metrics



Find out more
aviva.com

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www.youtube.com/aviva

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www.slideshare.net/Avivapl