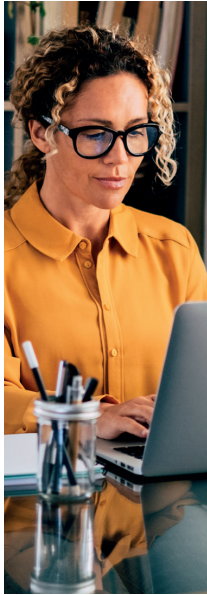


Taking the Fight to Fraudsters

Aviva's defence excellence over the last 12 months*



Investment in Counter Fraud Capabilities

Aviva will always place customers first and is resolute in its commitment to mitigate the impact of fraud on policy premiums. Best practice underpins a Counter fraud strategy that has doubled the number of dedicated fraud investigators and brought significant investment in advanced analytics. Aviva has also supported IFED in securing the first Serious Crime Prevention Order against a convicted fraudster. This effectively stops them targeting Aviva again; a breach of the order carries an immediate 5-years custodial sentence, a fine, or both.



The importance of early notification

The sooner we find out about a motor incident, the sooner we can help. If we're notified as soon as an incident happens, we're able to act quickly to support both parties which enables us to manage the cost of the overall claim, as well as reduce opportunities for fraud. Watch this [video](#) to understand the potential impact that delayed notification can have on the outcome of a claim.



764 claims defended at trial



81% continued defence success rate



1-in-8 motor bodily injury claims being repudiated on the grounds of fraud



1,164 Low speed impact claims defended



£6.48m from organised crash for cash claims denied



19 years worth of custodial sentences from prosecutions



20,000 Motor policies, worth **£36.5m**, refused for fraud



We'll always look after those who have been genuinely injured and pay honest claims fairly and quickly



We'll vigorously defend fraudulent or inflated claims and will look to prosecute anyone we find to make a dishonest claim against our customers, regardless of the cost



It's about doing what's right for our customers, brokers and the industry, working together to get the right outcome

*All figures are for the year 2022