AI: A-Game Multiplier

Angela Luget, Chief AI Officer

Aviva: Public

Clear trajectory to unlock Aviva's full potential

Transformed Aviva over last 6 years

Consistent strategy

+

Multi-year track record of performance

+

Targeted acceleration with M&A

Confidence in 3-year targets

Delivering benefits from Direct Line

+

Organic growth from diversified model

+

Shifting to 75% capital-light by 2028

Longer-term growth trajectory

Material growth platforms

UK Wealth | UK GI | GCS | Canada Health & Protection

+

Serving the most customer needs

+

Focus for today

Transforming with AI

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Aviva scale and model create significant AI opportunity

- **Leading customer franchise & brand, multi-channel distribution**
- **Scale of our businesses with capacity to invest & re-deploy**
- **Unmatched proprietary customer data & product breadth**
- **Modernised IT with 'AI-ready' foundations & AI talent**
- **Proven AI expertise & innovation track record**

>25m	Global customers
>15	Business lines
c.1PB	Customer data on Snowflake
c.70%	Cloud-based UK IT apps.
>10	Years using ML & AI

Unique moats give us conviction we will win with AI

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Transforming Aviva with AI across our value chain

	Customer Engagement	Claims & Underwriting	IT Delivery	Operations, Outsourcing & Offshoring
Where we are today	**Leading MyAviva App** & 95% retail sales through digital channels[1]	**>250 ML models in PL pricing & claims** delivering £100m claims cost savings	**Simplified & modernised IT estate** with cloud-first architecture	**Platform consolidation, automation** & active use of outsourcing & offshoring
Where we are heading	**AI-enabled E2E customer journeys incl. discovery, sales & services**	**AI-enabled decision making with dynamic pricing & risk assessment**	**AI-powered delivery teams, deploying change at lower cost & greater speed**	**AI-automated operations & AI-led Partner productivity**

Creating Aviva-wide AI capability : **Talent & culture** | **Technology platform** | **Ways of working** | **Strategic partners** : OpenAI, aws, Microsoft, snowflake

1. Excludes annuities.

AVIVA

Delivering at pace, driving value & early benefits

AI Virtual Assistant *Launching in 2026*	**>15m** UK customer chats, emails & calls p.a.	Personalised, conversational AI support, resolving more customer queries
Medical underwriting	**>45%** Reduction in case summarisation time	AI medical report summarisation with 99.99% accuracy, accepted by re-insurers
AI claims handler *Launching in 2026*	**>50%** Personal Lines Motor call routing automated	AI voice assistant deployed at first notification & routing covering >150k calls
Claude Cowork **Copilot**	**All** Employees with access to AI tools & capabilities	Transforming productivity with appropriate AI tools & capabilities
Agentic operations *Live in pilot*	**50%** Time saved	**AI-automated quality assurance**

Quality assurance in Wealth

- **Real-time error identification** across Wealth operations
- **Augmented & automated** quality management
- **Re-using capability across IWR** – starting in Wealth, with plans to scale to Health & Protection

50
Processes automated by end 2026

c.100
Wealth FTE capacity created

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