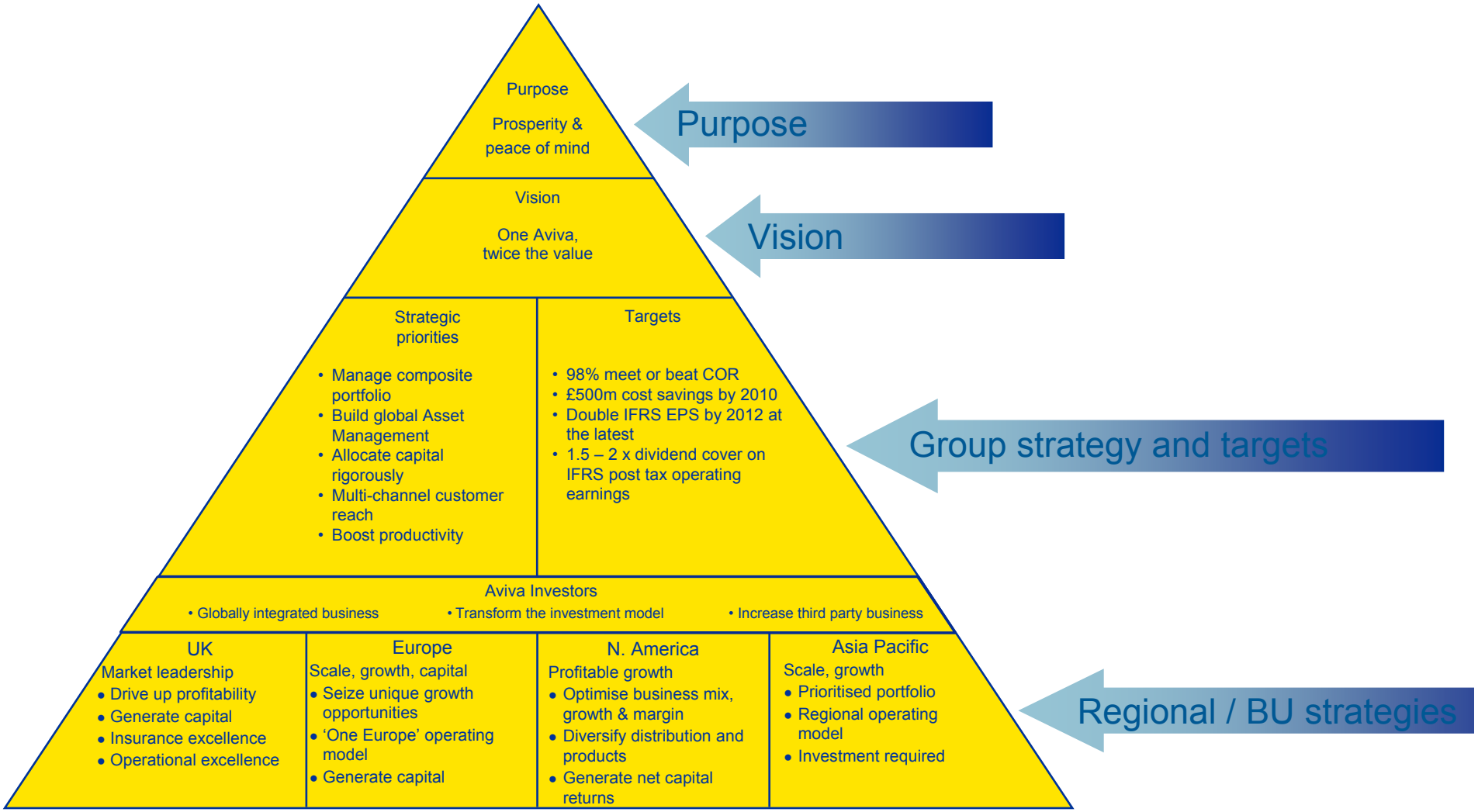
AVIVA


Purpose
Prosperity & peace of mind
Vision
One Aviva, twice the value
Strategic priorities
• Manage composite portfolio
• Build global Asset Management
• Allocate capital rigorously
• Multi-channel customer reach
• Boost productivity
Targets
• 98% meet or beat COR
• £500m cost savings by 2010
• Double IFRS EPS by 2012 at the latest
• 1.5 – 2 x dividend cover on IFRS post tax operating earnings
Aviva Investors
• Globally integrated business
• Transform the investment model
• Increase third party business
UK
Market leadership
• Drive up profitability
• Generate capital
• Insurance excellence
• Operational excellence
Europe
Scale, growth, capital
• Seize unique growth opportunities
• 'One Europe' operating model
• Generate capital
N. America
Profitable growth
• Optimise business mix, growth & margin
• Diversify distribution and products
• Generate net capital returns
Asia Pacific
Scale, growth
• Prioritised portfolio
• Regional operating model
• Investment required
Purpose
Vision
Group strategy and targets
Regional / BU strategies