

Our world never stops changing.

And with each new challenge, it takes an insurance company with the commitment and confidence to embrace the future.

It takes an insurance company with 325 years of leading the way.

Aviva can trace its heritage back over centuries.

We were the first mutual fire insurer in the UK, in 1696.

Soon after that, the UK's first mutual life assurance society.

And through the years we've been at the heart of a changing society.

Insuring many of the world's most important landmarks

Insuring businesses from fraud and providing the first group life assurance scheme.

In 1848, we were the first in the UK to provide personal accident insurance. And we provided medical cover, 100 years before the NHS was established.

And when motor vehicles first took to the roads, General Accident was there to offer a motor insurance policy.

Throughout the 20<sup>th</sup> century, technology revolutionised the way we lived, and it took Aviva to be there all the way.

Insurance for our highways, our homes and our workplaces.

Insurance for science and discovery, from the first trip to the top of Everest, to Britain's first astronaut in space.

Insurance for a changing society. In 1984, we were the first British company to launch an ethical investment fund.

And in 2002, we commissioned a revolutionary digital map of Britain to help pinpoint and understand exactly which areas of the UK were at risk from flooding.

In 2021 we became the first major insurer to target Net Zero carbon by 2040, taking action to tackle the climate emergency.

And we continue to lead the way, insuring the transport of the future - the first driverless vehicles in the UK.

Our world never stops changing. And neither will we.

With you today, for a better tomorrow. For 325 years.

It takes Aviva.

["It Takes Aviva" comes up at the end