

Dear shareholder



I am pleased to be able to introduce you to our online shareholder update for August. This is the second edition of our online updates for shareholders and shows how we are using digital media to improve our service to both customers and shareholders. You will find a calendar in this update showing when we will be making future updates available to our shareholders.

In August we released our 2017 interim financial results. I am pleased that these results continue to show the progress that Aviva is making, although I know that our Group Chief Executive Officer, Mark Wilson and his management team are determined to see further progress. Particularly pleasing was that for a fourth year in a row we have grown operating profit, up 11% to £1.47 billion, as Aviva's businesses worldwide performed positively. Operating profit in the UK and Ireland increased by 8% and operating profit in Europe increased by 9%. We continued to make strategic progress in Asia and life new business grew by 49%. Aviva digital continued

its work to make insurance simpler and more convenient for our customers. General insurance premiums in our UK digital business increased 13%. We continue to have a strong capital position and our capital surplus increased to £11.4bn, a ratio of 193%, which is well above our working range.

We have announced an interim dividend of 8.4p per share, which is 13% up from the 2016 interim dividend. The interim dividend will be paid on 17 November 2017 to all shareholders on the register on 6 October 2017. I should remind shareholders that this is the first dividend where Aviva will pay all cash dividends directly into the shareholder's nominated bank account and I would encourage all shareholders to provide our Registrar, Computershare, with their desired bank details so that they do not incur a delay in receiving their dividend.

On the second page, you will also find an update on our corporate responsibility activities, such as details on our achievements so far this year. In addition to the fund raising figures in this section, I am delighted to report that through our offering to donate £1 to the British Red Cross for every dividend mandate instruction received online, we will be donating a further £11,000 to the Red Cross thanks to you, our shareholders.

Thank you for your continuing support.

Yours sincerely

Sir Adrian Montague CBE
Chairman

2017 Interim Financials

Interim results

- **Operating Profit: £1.47 billion (up 11%)**
- **Operating EPS up 15% to 25.8p**
- **Value of new business up 27% to £596 million**
- **General insurance net written premiums up 11% to £4.7 billion**
- **2017 interim dividend up 13% to 8.4p**
- **Solvency II capital surplus £11.4 billion and coverage ratio of 193%**
- **Aviva Investors fund management operating profit up 45% to £71 million**



To hear a summary from Mark Wilson, Group Chief Executive Officer, please watch the following video:
https://www.youtube.com/watch?v=xXMu-_Oo5Ok&feature=youtu.be

You can also find further videos on our interim results on Aviva's YouTube channel.

Partnering to defy uncertainty

Our work with the British Red Cross is helping communities prepare for, and respond to, crises.

We're now half way through our award-winning* three year strategic partnership with the British Red Cross, and we're proud to be working together to help people become safer and stronger in times of uncertainty and crisis.

Throughout 2016 we had some fantastic achievements, including:

Aviva Global Mapathon



Donations



(for disaster relief and emergency appeals like the Angola Yellow Fever outbreak, Bangladesh Floods, Italian Earthquakes and Hurricane Matthew in Haiti).

During 2017 so far we have continued to work closely with the British Red Cross, through for example, supporting its Solidarity Fund, helping the victims of terror across the UK, and its Grenfell Tower appeal, providing practical and emotional support to those impacted since the fire broke out.

What's more, our programme offering British Red Cross psychosocial training to our claims handlers, was this year awarded the Customer Care Award at the prestigious British Insurance Awards 2017 – real testament to how our partnership is putting our customers at its heart.

* British Insurance Awards 2017: Customer Care Award – British Red Cross/Aviva UK – Offering British Red Cross psychosocial support to our claims handlers to best support our customers.

Business Charity Awards 2017: Financial Services (Insurance) Charity Partnership of the Year Award – British Red Cross and Aviva

Corporate Engagement Awards 2017: Gold award for Best collaboration around a single event - British Red Cross/Aviva Global Mapathon

Shareholder information

Mandatory Direct Credit

We have announced our interim dividend of 8.4p per share, which will be paid on 17 November 2017 to all shareholders on the register as at 6 October 2017. Following our decision to only pay cash dividends directly into a shareholder's nominated bank account, shareholders will need to make sure they have provided our Registrar, Computershare, with their bank details by 27 October 2017 in order to receive this dividend on the payment date.

We are delighted that we will now be able to pay dividends to our shareholders more securely, faster and at the same time reduce our impact on the environment. We believe this will be a positive change for our shareholders, and our Company. Opposite is a timetable outlining the remaining steps in the process:



27 October 2017

Last date to complete a mandate instruction to receive the dividend payable in November 2017

17 November 2017

First dividend where direct credit is the **only** method of payment for cash dividends – a reminder will be sent to shareholders who have not received their dividend

Spring 2019

An annual dividend confirmation will be sent to shareholders who have had dividends withheld during the previous year

Manage your Shareholding online

www.aviva.com/online:

You can access Computershare online services directly using the above address where you can log in using your Computershare details to:

- Change your address
- Change payment options
- Update your communications preference
- View your shareholding
- View any outstanding payments
- Access useful information

www.aviva.co.uk/myaviva:

If you've already registered for MyAviva you'll be able to view useful shareholder information and check the details of any Aviva policies you may have. Just log in as normal using your email address via www.aviva.co.uk/myaviva.

MyAviva also includes a link to the Investor Centre, where you can log in and manage your shareholding as outlined above.

Be a ScamSmart investor

www.fca.org.uk/scamsmart

As a shareholder, you may receive a call from someone offering to buy your shares at a higher price than their market value. This might sound like a great deal, but will likely come with a request for money upfront as a bond or other form of security. This is probably a scam where you pay money upfront but never hear from them again.

If you're cold-called regarding your shares or other investment opportunity, the chances are that it's very risky or a scam.

THE SAFEST THING TO DO IS HANG UP.

Shareholder updates calendar

We will be providing more shareholder updates in the following months:

November 2017

March 2018

May 2018



Register

Register for electronic communications in order to receive an email when these updates are available.



Contacting Computershare

For any queries regarding your shareholding, please contact Computershare:



By telephone:
0371 495 0105

Lines are open 8.30am to 5.30pm (UK time), Monday to Friday (excluding public holidays). Please call +44 117 378 8361 if calling from outside the UK.



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