Nomura Financial Services Conference 2011

Fitter

Stronger

Disclaimer

Cautionary statements:

This should be read in conjunction with the documents filed by Aviva plc (the "Company" or "Aviva") with the United States Securities and Exchange Commission ("SEC"). This announcement contains, and we may make verbal statements containing, "forward-looking statements" with respect to certain of Aviva's plans and current goals and expectations relating to future financial condition, performance, results, strategic initiatives and objectives. Statements containing the words "believes", "intends", "expects", "plans", "will," "seeks", "aims", "may", "could", "outlook", "estimates" and "anticipates", and words of similar meaning, are forward-looking. By their nature, all forward-looking statements involve risk and uncertainty. Accordingly, there are or will be important factors that could cause actual results to differ materially from those indicated in these statements. Aviva believes factors that could cause actual results to differ materially from those indicated in forward-looking statements in the presentation include, but are not limited to: the impact of difficult conditions in the global capital markets and the economy generally; the impact of new government initiatives related to the financial crisis; defaults and impairments in our bond, mortgage and structured credit portfolios; changes in general economic conditions, including foreign currency exchange rates, interest rates and other factors that could affect our profitability; the impact of volatility in the equity, capital and credit markets on our profitability and ability to access capital and credit; risks associated with arrangements with third parties, including joint ventures; inability of reinsurers to meet obligations or unavailability of reinsurance coverage; a decline in our ratings with Standard & Poor's, Moody's, Fitch and A.M. Best; increased competition in the U.K. and in other countries where we have significant operations; changes to our brands and reputation; changes in assumptions in pricing and reserving for insurance business (particularly with regard to mortality and morbidity trends, lapse rates and policy renewal rates), longevity and endowments; a cyclical downturn of the insurance industry; changes in local political, regulatory and economic conditions, business risks and challenges which may impact demand for our products, our investment portfolio and credit quality of counterparties; the impact of actual experience differing from estimates on amortisation of deferred acquisition costs and acquired value of in-force business; the impact of recognising an impairment of our goodwill or intangibles with indefinite lives; changes in valuation methodologies, estimates and assumptions used in the valuation of investment securities; the effect of various legal proceedings and regulatory investigations; the impact of operational risks; the loss of key personnel; the impact of catastrophic events on our results; changes in government regulations or tax laws in jurisdictions where we conduct business; funding risks associated with our pension schemes; the effect of undisclosed liabilities, integration issues and other risks associated with our acquisitions; and the timing impact and other uncertainties relating to acquisitions and disposals and relating to other future acquisitions, combinations or disposals within relevant industries. For a more detailed description of these risks, uncertainties and other factors, please see Item 3, "Risk Factors", and Item 5, "Operating and Financial Review and Prospects" in Aviva's Annual Report Form 20-F as filed with the SEC on 24 March 2011. Aviva undertakes no obligation to update the forward looking statements in this announcement or any other forward-looking statements we may make. Forward-looking statements in this presentation are current only as of the date on which such statements are made.

A fitter, stronger Aviva

Operating performance

Strong capital

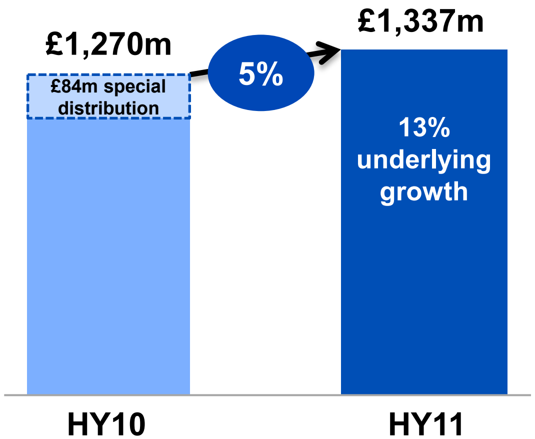
Strategic delivery to finance growth

Competitive advantage

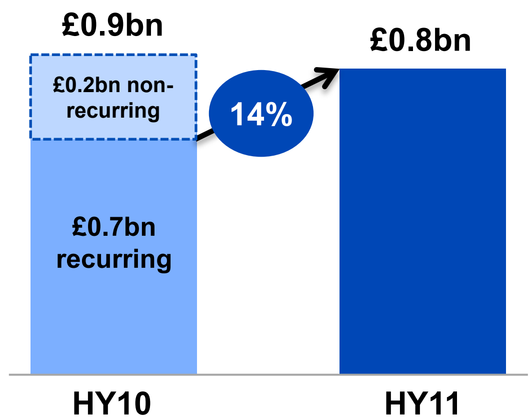
HY11: further success in all key areas

AVIVA

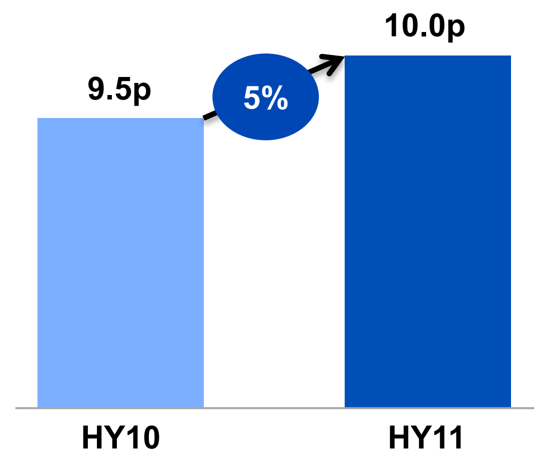
IFRS operating profit



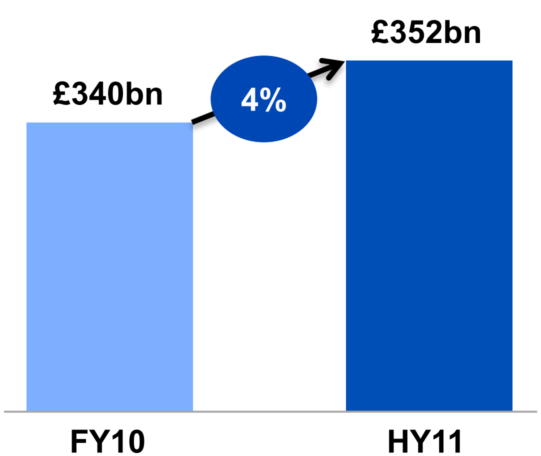
Net operating capital generated



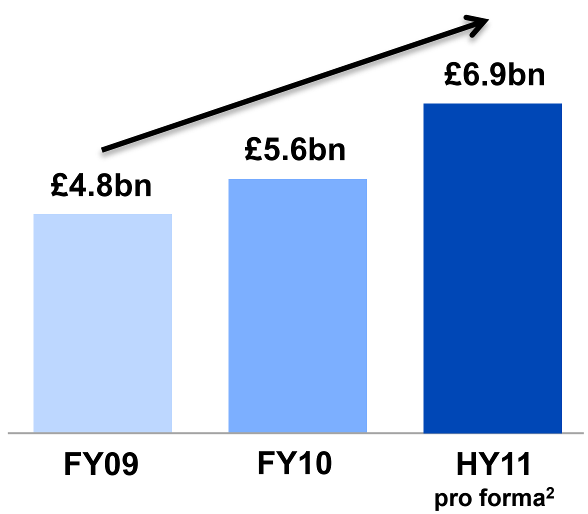
Interim dividend



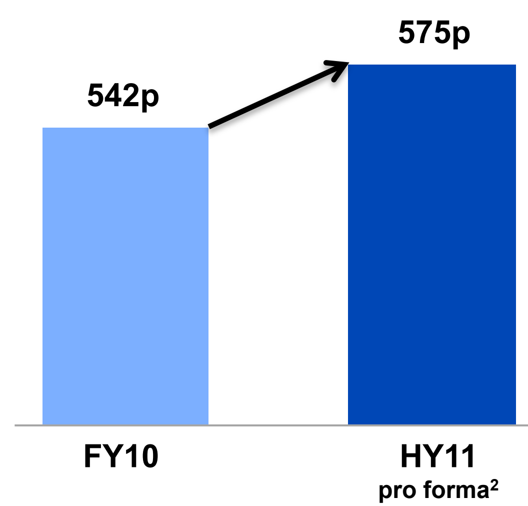
Funds under management[1]



Economic capital surplus



MCEV NAV



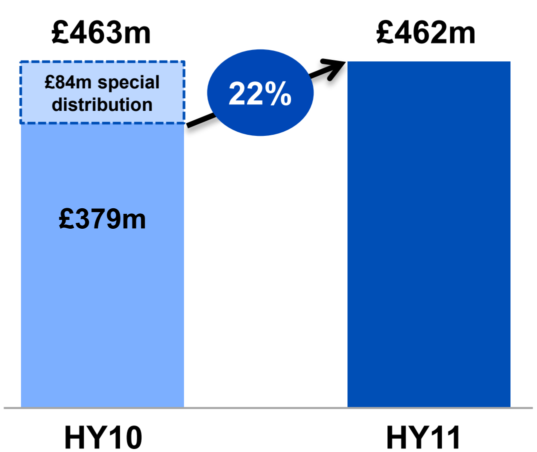
[1] excluding Delta Lloyd

[2] Pro forma for sale of RAC

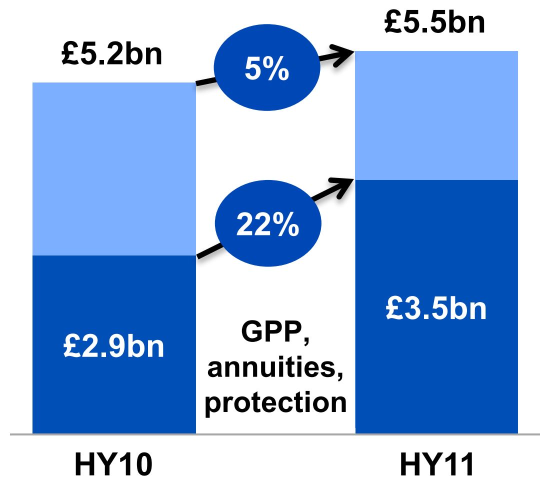
UK: building a dominant UK franchise

Life

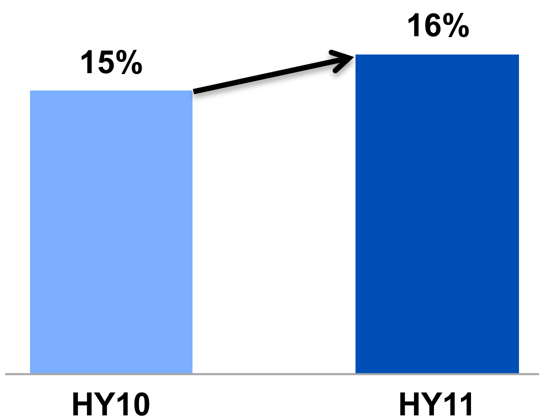
IFRS operating profits



L&P sales

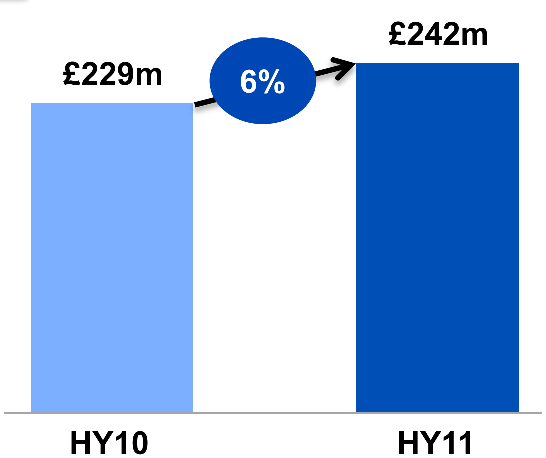


New business IRR

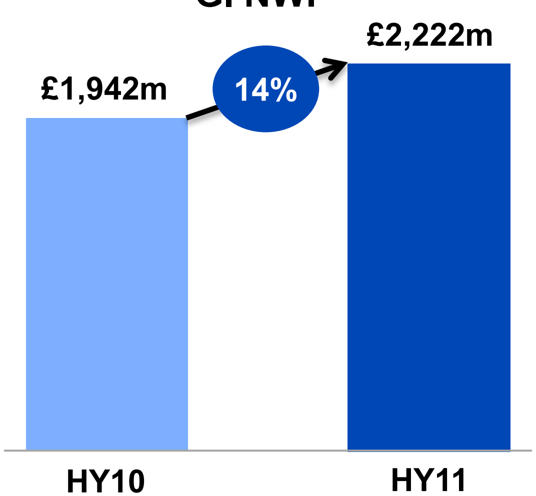


GI

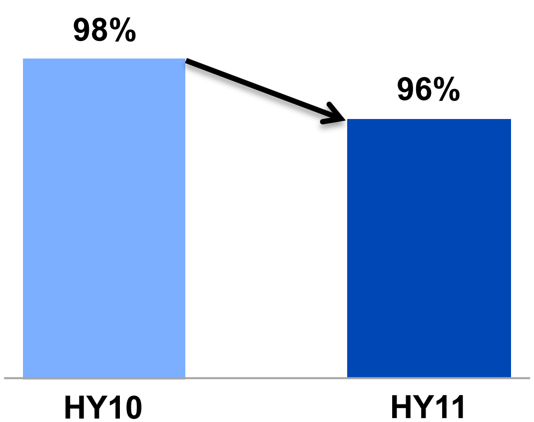
GI operating profits*



GI NWP*



GI COR*

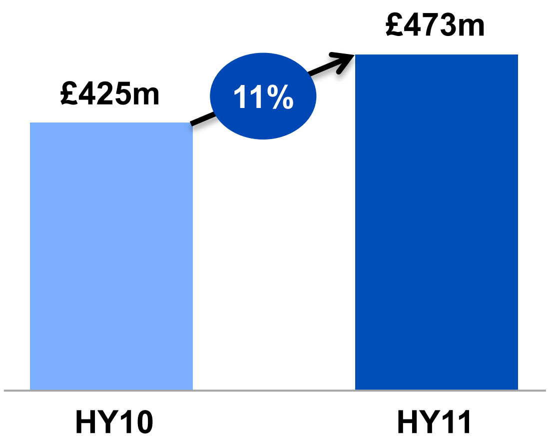


** Excluding health, Aviva Re and run off businesses*

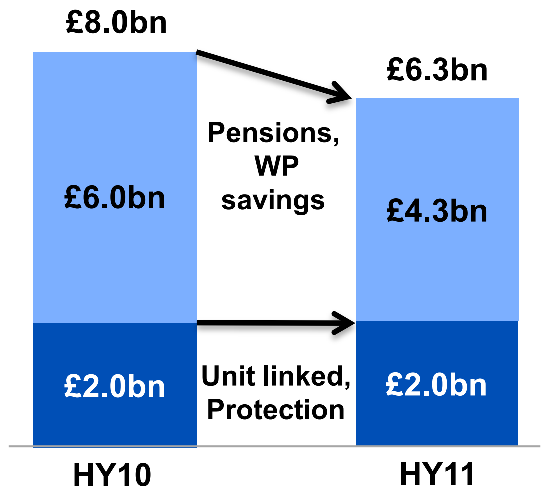
Europe: 21% increase in profits

Life

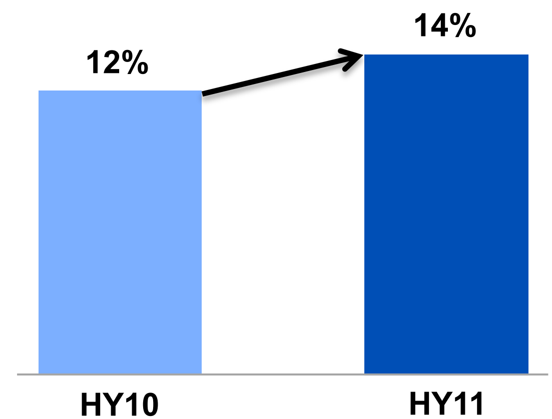
IFRS operating profits



L&P sales

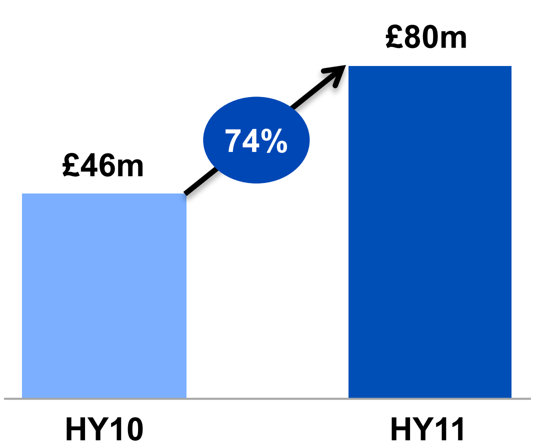


New business IRR

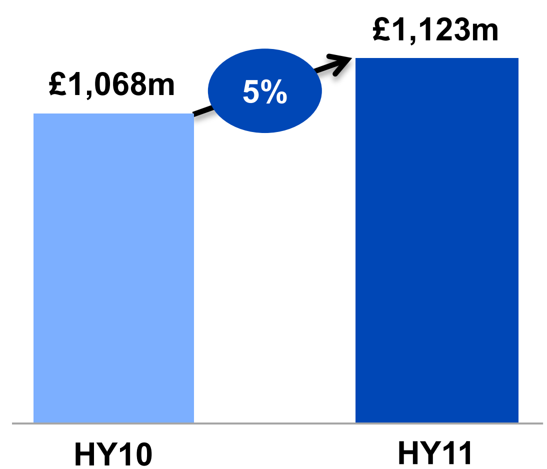


GI

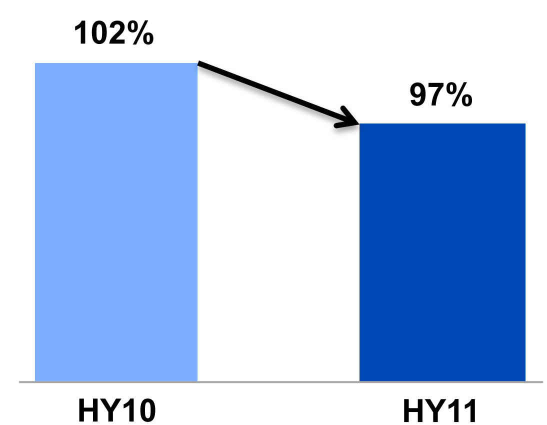
IFRS operating profits



GI & Health NWP



GI COR



Beating targets

14% life insurance new business IRR against a target of 12%

96% group COR against a target of 97%

£0.8 billion capital generation in H1 towards the £1.5 billion FY11 target
Aiming to generate £1.5 billion - £1.8 billion in 2011

On track to deliver £400 million cost and efficiency savings by 2012

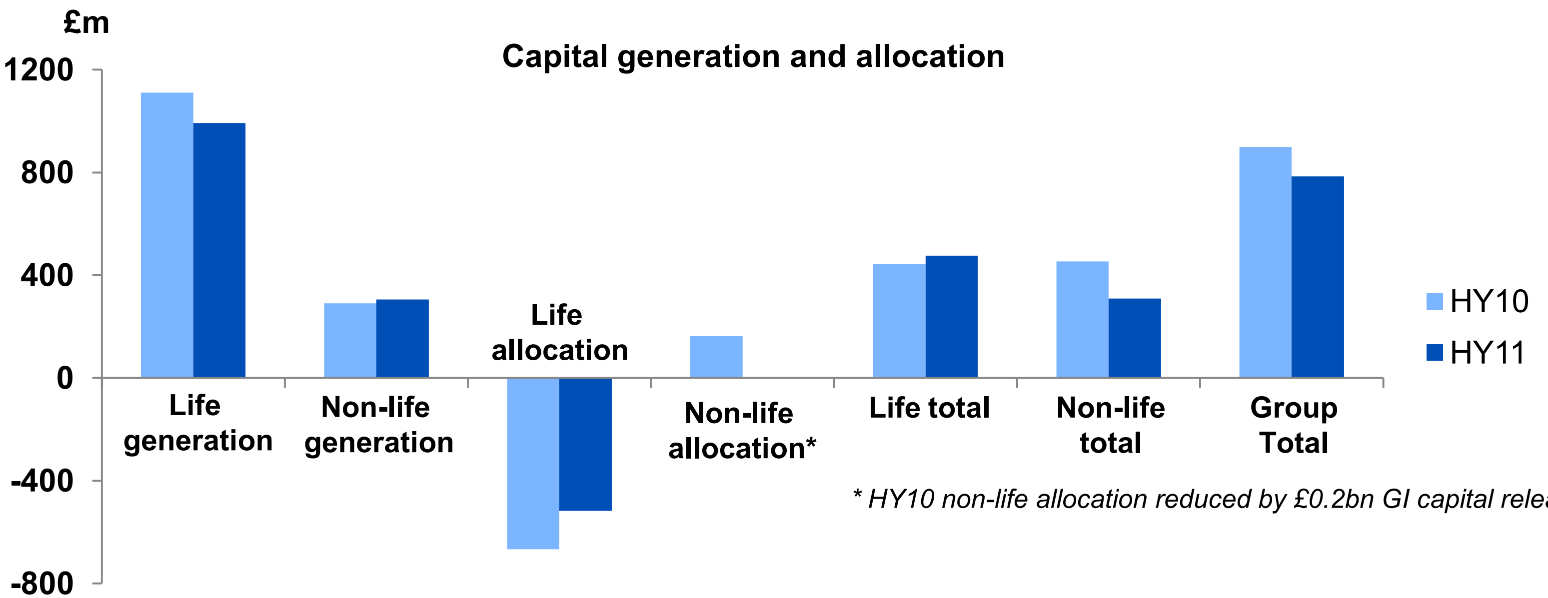
The new Aviva: fitter, stronger & positioned for growth

	FY 2008	HY 2011
Profitability	**Life IRR** 11%	**Life IRR** 14%
	GI COR 98%	**GI COR** 96%
In-force book	**VIF** £5.0 billion	**VIF** £6.6 billion
Efficiency	**Cost base** £5.7 billion	**Cost base** £3.9 billion[2]
	Headcount 54,700	**Headcount** 36,100[2]
Risk & liabilities	**Economic capital surplus** < £3 billion	**Economic capital surplus** £6.9 billion[3]
	Pension deficit £1.7 billion[1]	**Pension deficit** Nil
Operating profit	£2.3 billion	**HY** £1,337 million – **FY?**

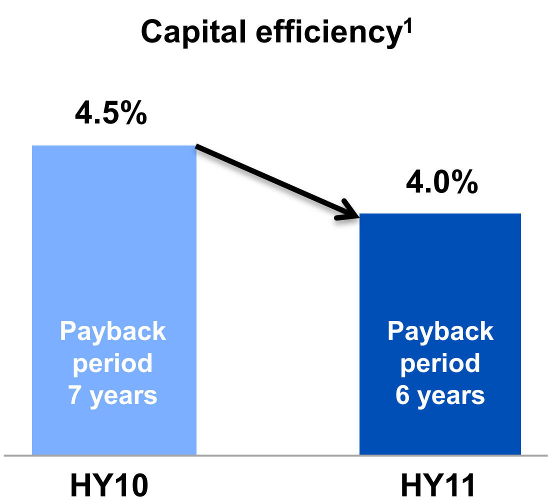
[1] Deficit at FY09. [2] annualised excluding RAC and Delta Lloyd. [3] pro forma for sale of RAC.

Growing the franchise | Growing capital generation | Strong balance sheet

Increase in underlying capital generation



** HY10 non-life allocation reduced by £0.2bn GI capital release*



	Capital generation and allocation			
£bn	Generated	Allocated	HY11 Net	HY10 Net
UK	0.4	-	0.4	0.6
Europe	0.5	(0.3)	0.2	0.1
North America	0.3	(0.2)	0.1	0.2
Asia Pacific	-	-	-	-
Delta Lloyd	0.1	-	0.1	-
Total	**1.3**	**(0.5)**	**0.8**	**0.9**

[1] *Capital efficiency = life allocation/PVNBP net of tax and minorities. Excludes Delta Lloyd*

Reduced balance sheet asset risk after Delta Lloyd sell down

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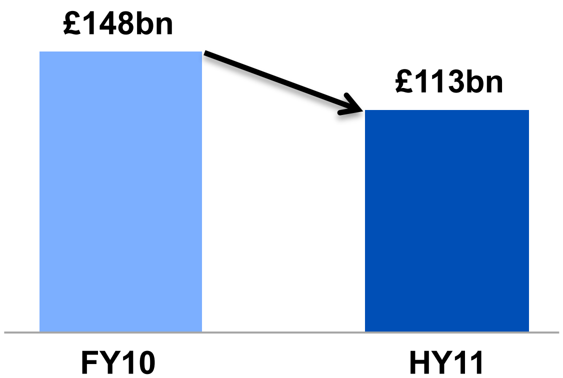
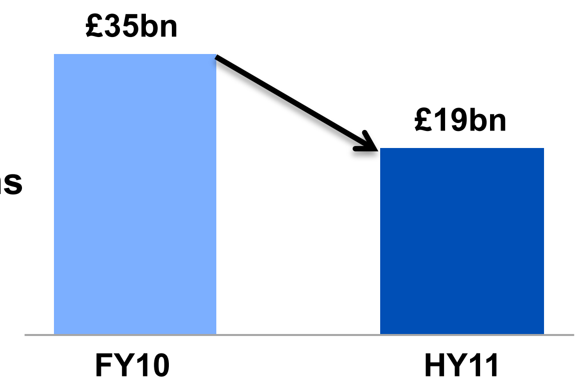
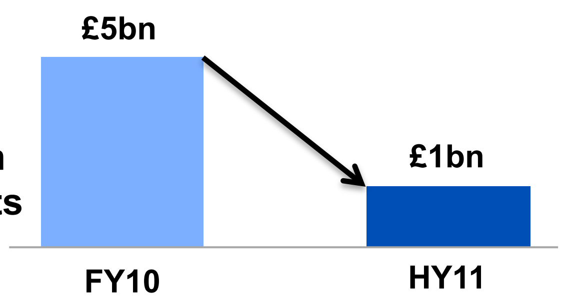
Total shareholder assets



Mortgages & loans in shareholder assets



Equity holdings in shareholder assets



Mortgages and loans include £8bn UK mortgage book	Dec 2009	Dec 2010	Annualised June 2011
Annual interest income	£641m	£621m	£631m
Annual rental income	£842m	£822m	£831m
Rental/interest cover	1.3x	1.3x	1.3x

£750 million UK mortgage provision remains in place

Asset and liability durations across the Group are well matched

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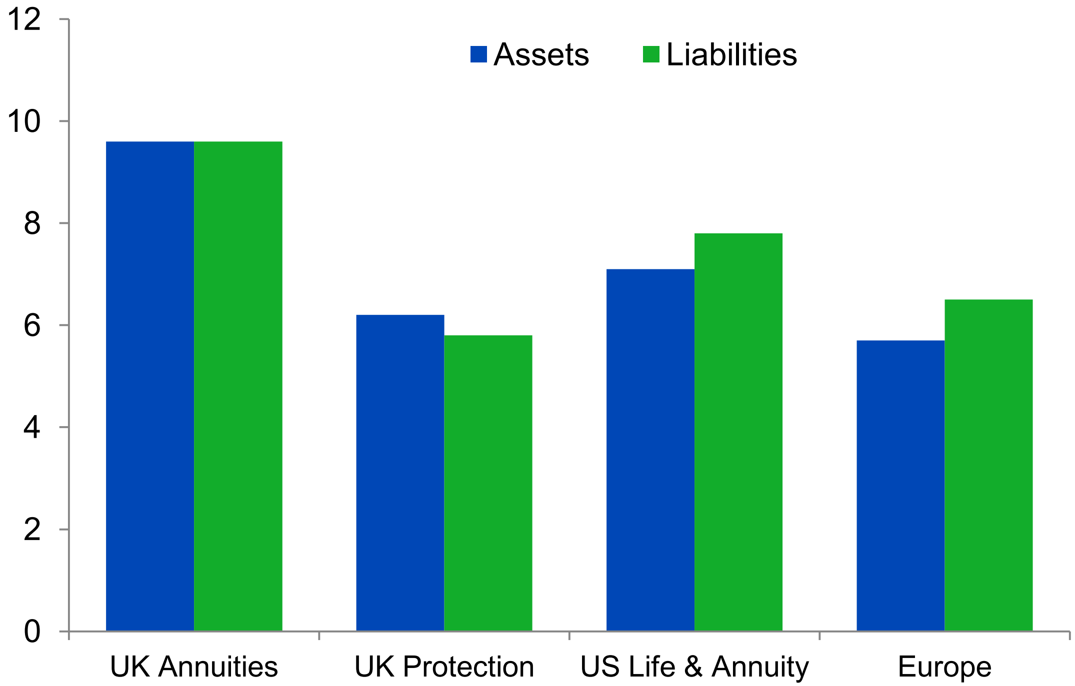
Durations of assets and liability by region

Duration in years (HY 2010)



Portfolio value	**£21.0bn**	**£0.8bn**	**£31bn**	**£15.8bn**

Shareholder funds

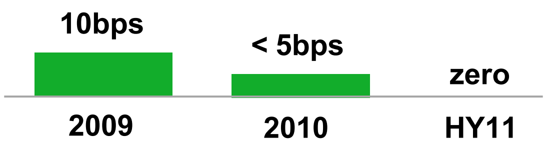
- Assets and liabilities are duration matched at point of sale
- Regional in-force portfolios are reviewed regularly to ensure continued matching over time
- Benchmarking metrics aligned to ALM and not to pure out-performance
- Diversity across products and regions helps to manage the overall ALM risk profile

Good corporate and government debt track record

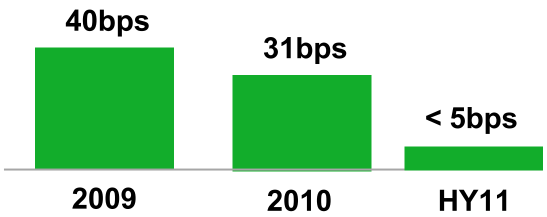
AVIVA

Limited default experience

UK Corporate bonds



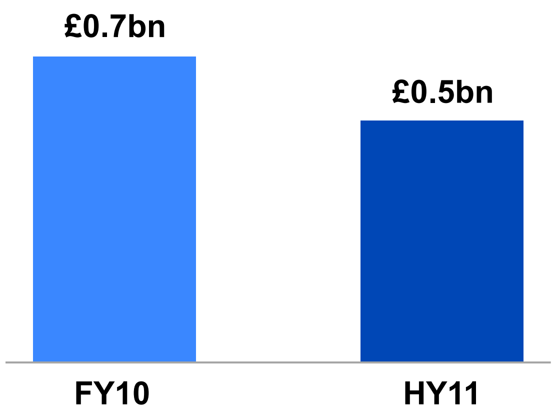
US debt securities



Limited exposure to higher risk European debt

HY11	Direct shareholder exposure £bn	Total participating exposure £bn
Greece	-	0.1
Spain	0.3	0.6
Portugal	-	0.3
Ireland	0.2	0.4
Total	0.5	1.4
Italy	0.9	6.6

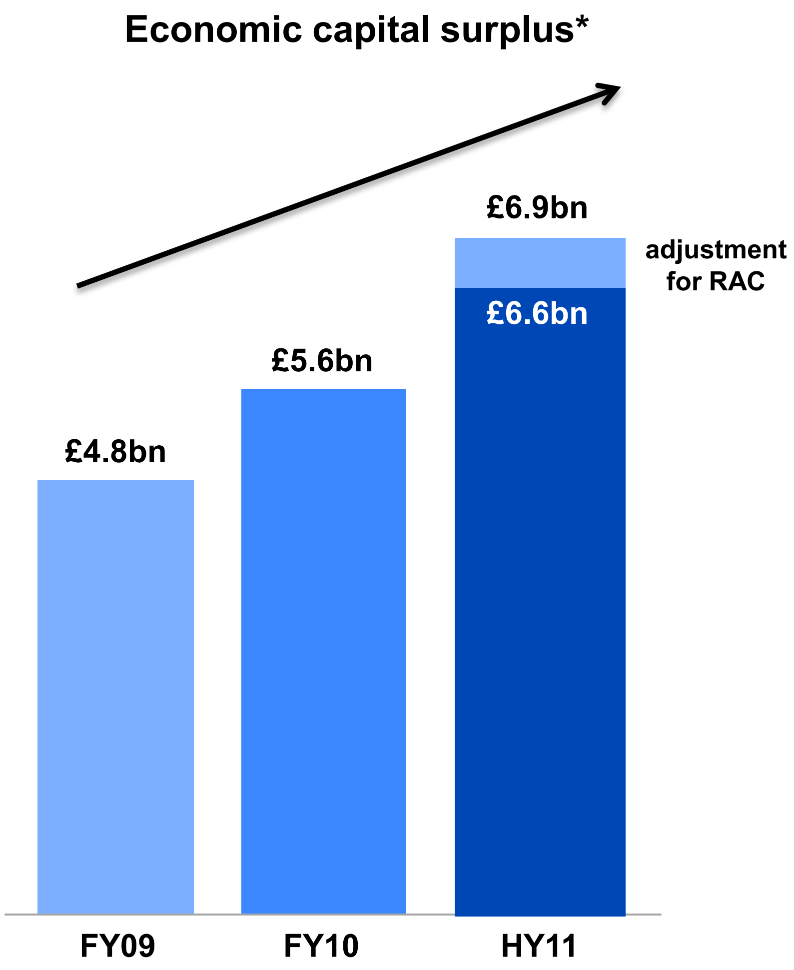
Direct shareholder exposure to Greece, Spain, Portugal & Ireland sovereign debt



** net of minority interests. All numbers exclude Delta Lloyd*

Growing the franchise | Growing capital generation | Strong balance sheet

Increased economic capital surplus



2010 increase primarily due to benefit of retained profits

2011 increase due to retained profits, issuance of subordinated debt, further sell down of Delta Lloyd and sale of RAC

IGD solvency also remains strong at £4.0 billion surplus

Ongoing de-risking of pension scheme through asset hedging

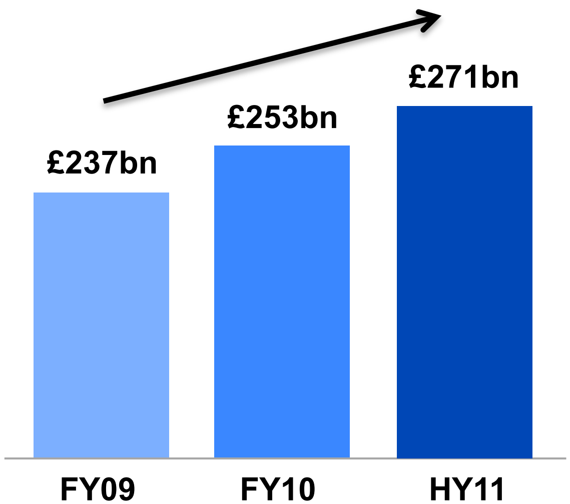
AA- rating retained throughout the crisis

** Pension scheme risk is allowed for through five years of stressed contributions*
Capital required is based on Aviva's own internal assessment and capital management policies. The term 'economic capital' does not imply capital as required by regulators or other third parties.

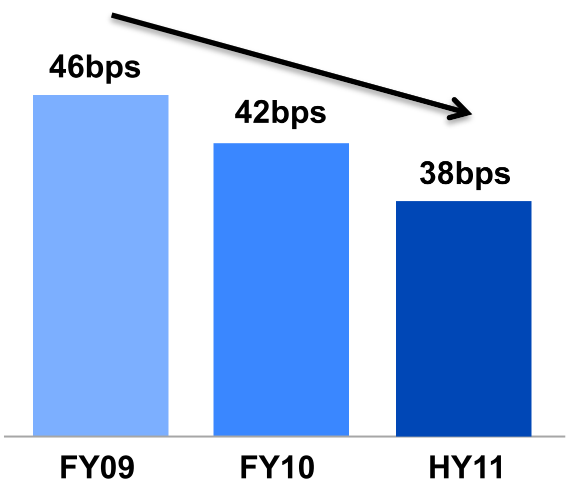
Drivers of growth in profit

AVIVA

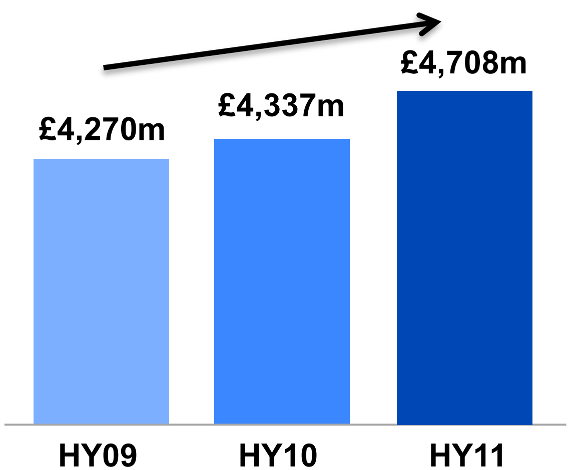
Average life in-force reserves



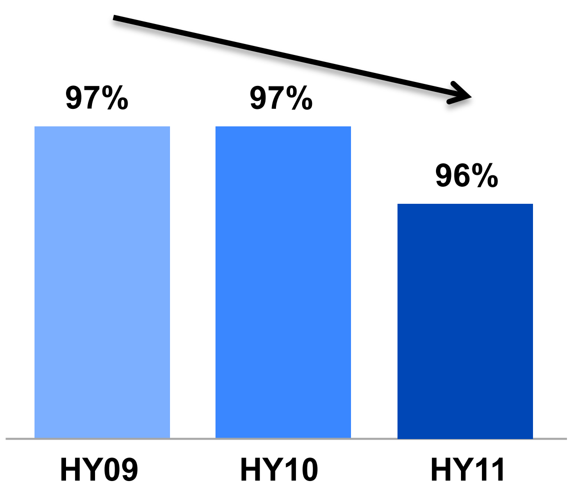
Admin cost ratio on life reserves



GI & Health NWP



GI COR



All numbers based on continuing business – excluding Delta Lloyd

Q&A