



Aviva's 2011 Annual General Meeting



Dear shareholder



Lord Sharman of
Redlynch OBE
Chairman

29 March 2011 Annual General Meeting

I am pleased to invite you to the Company's 2011 Annual General Meeting (AGM) which will be held at 11am on Wednesday, 4 May 2011 at the Barbican Centre, Silk Street, London EC2Y 8DS. If you are unable to attend in person a webcast of the presentations will be available to view on the Company's website at www.aviva.com/agm after the AGM.

Documents available to view and download on the Aviva website

The Notice of Annual General Meeting 2011 (Notice of AGM) is now available to view and download from the Aviva website at www.aviva.com/agm. The resolutions to be proposed at the AGM can be found on the enclosed voting card(s) with more details provided in the Notice of AGM. You can cast your vote either online at www.aviva.com/agm or by using the voting card(s) enclosed with this notification. Whether you vote online or by post, your instruction must be received by no later than **11am on Thursday 28 April 2011**.

The Annual Report and Accounts for the year ended 31 December 2010 can be accessed directly from www.aviva.com/reports. Please note that you will need to have Adobe Acrobat Reader software installed on your computer, or any other web enabled device, to download documents from the Aviva website.

If you are a member of the Aviva Share Account your annual statement and consolidated tax voucher is enclosed. If you are not a member of the Aviva Share Account, and have elected to have your dividends paid directly into your bank account and have not requested to receive an individual tax voucher, your consolidated tax voucher is enclosed.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Lord Sharman of Redlynch', written over a horizontal line.

Lord Sharman of Redlynch OBE
Chairman

Go online

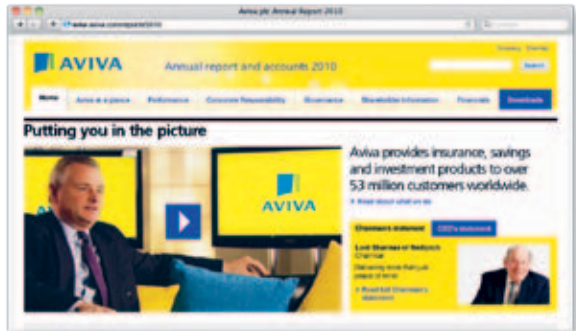
We encourage all our shareholders to view our reports online, in order to reduce the paper we print and distribute.

2010 Annual Report and Accounts

You can find information regarding Aviva's performance during 2010 from our online Annual Report and Accounts.

You can view our 2010 Annual Report here

www.aviva.com/reports



Corporate Responsibility Report

In our online Corporate Responsibility Report you can find out more about our commitment to acting as a responsible member of the international business community.

You can view our Corporate Responsibility Report here

www.aviva.com/cr2010



Register for electronic services

For further information and where to register visit

www.aviva.com/ecomms

By registering for electronic services, you will be able to:

- Access your shareholding quickly and securely
- Change your address
- Receive shareholder communications by email
- Manage your dividend payments

There are three easy steps to sign up:

- Register at www.aviva.com/ecomms
- Once registered you will be sent an activation code by post
- Use this code to log in at www.aviva.com/ecomms

Printed report request

If you would like a printed copy of the Annual Report and Accounts for the year ended 31 December 2010 or the Notice of AGM, please contact the Company's Registrar: Equiniti
Aspect House
Spencer Road, Lancing
West Sussex BN99 6DA
UK

or email aviva@equiniti.com
or telephone
0871 384 2953*

*Calls to this number are charged at 8 pence per minute from a BT landline. Charges from other telephone providers may vary. Lines are open from 8.30am to 5.30pm, Monday to Friday UK time. If you are calling from outside the UK please dial +44 (0) 121 415 7046.

Change of Registrar:

Please note that Computershare Investor Services PLC will be replacing Equiniti as the Company's Registrar later this year.

Further details, including full contact details, will be made available on www.aviva.com/shareholders nearer the time and incorporated into all future shareholder communications following the transition.

Prior to this transition, all queries relating to your Aviva shares should continue to be directed to Equiniti.

Still receiving dividends by cheque?

Completing a dividend mandate form will ensure you receive dividends quickly and securely direct to your bank or building society account.

If your dividends are not already mandated please refer to the enclosed dividend mandate/payment release form. For further details visit www.aviva.com/dividends or contact Equiniti, by calling 0871 384 2953*.



Aviva plc

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Registered in England
Number 2468686

Cover imagery:

Extraordinary portraits of some of the extraordinary customers and employees who are celebrated in our 'You Are The Big Picture' campaign. Our business isn't about policies. It's about people.

www.youarethebigpicture.com