

Aviva Share Account Voting Instruction Form 2017 Annual General Meeting (AGM)



Mr A Sample
Mr A Sample
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Meeting Control Number
914132

Shareholder Reference Number
C1234567890

Voting Reference Number
XX

Before completing this Voting Instruction Form, please read the notes provided in the Notice of AGM and the guidance notes overleaf.

I/We instruct Computershare Company Nominees Limited (the Nominee), the administrator of the Aviva Share Account (AvivaSA), to vote, on my/our behalf at the AGM of Aviva plc (Aviva) to be held on Wednesday, 10 May 2017 at 11am and at any adjournment thereof in accordance with the instructions given below:

You may submit your voting instruction at www.investorcentre.co.uk/eproxy using the reference numbers above (see note 1).

Alternatively, please indicate against each resolution below, with a cross or other mark, how you wish your votes to be cast.

Please tick this box if it is your intention to attend the AGM.

Resolutions	For	Against	Vote withheld	Resolutions	For	Against	Vote withheld
1 Annual report and accounts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15 To re-appoint, as auditor, PricewaterhouseCoopers LLP	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 Directors' remuneration report	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	16 Auditor's remuneration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 Final dividend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	17 Political donations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 To elect Keith Williams	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	18 Aviva plc Savings Related Share Option Scheme 2017	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5 To re-elect Claudia Arney	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	19 Authority to allot ordinary shares	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6 To re-elect Glyn Barker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	20 Disapplication of pre-emption rights*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7 To re-elect Andy Briggs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	21 Disapplication of pre-emption rights – specified capital projects*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8 To re-elect Patricia Cross	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	22 Authority to purchase ordinary shares*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9 To re-elect Belén Romana Garcia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	23 Authority to purchase 8 3/4% preference shares*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10 To re-elect Michael Hawker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	24 Authority to purchase 8 3/8% preference shares*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11 To re-elect Michael Mire	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	25 14 days' notice for general meetings*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12 To re-elect Sir Adrian Montague	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	26 Authority to allot shares – Solvency II Instruments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13 To re-elect Tom Stoddard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	27 Disapplication of pre-emption rights – Solvency II Instruments*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14 To re-elect Mark Wilson	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				

* Special resolution

Please enter your email address below to register to receive emails instead of hard copy shareholder communications (see note 11):

Signed

CCS0695

Dated

Please tick this box if signing on behalf of a member under a power of attorney or other authority (see note 9).



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Aviva Share Account AGM attendance card



Useful notes for the AGM

- The AGM will be held on **Wednesday, 10 May 2017 at 11am** at the **Queen Elizabeth II Centre (QEII Centre), Broad Sanctuary, Westminster, London SW1P 3EE**. A map showing the location of the AGM is on the reverse of this card.
- Refreshments will be served before and after the AGM in the Pickwick on the first floor of the QEII Centre.
- For your personal safety and security, the bags of everyone attending the AGM will be checked. Any large bags should be stored in the cloakroom. We recommend that you arrive in time to allow for this procedure.
- Cameras, recording equipment and other items that may interfere with the good order of the AGM will not be permitted in the Churchill. You will be requested to turn off mobile telephones and other portable electronic devices.
- If you are a wheelchair user, or otherwise require assistance, you will be permitted to bring a guest to the AGM to assist you during the meeting. There are facilities for wheelchair users at the QEII Centre.
- An induction loop and a speech-to-text transcription will be provided for people with hearing difficulties.

Please bring this card with you as evidence of your right to attend.

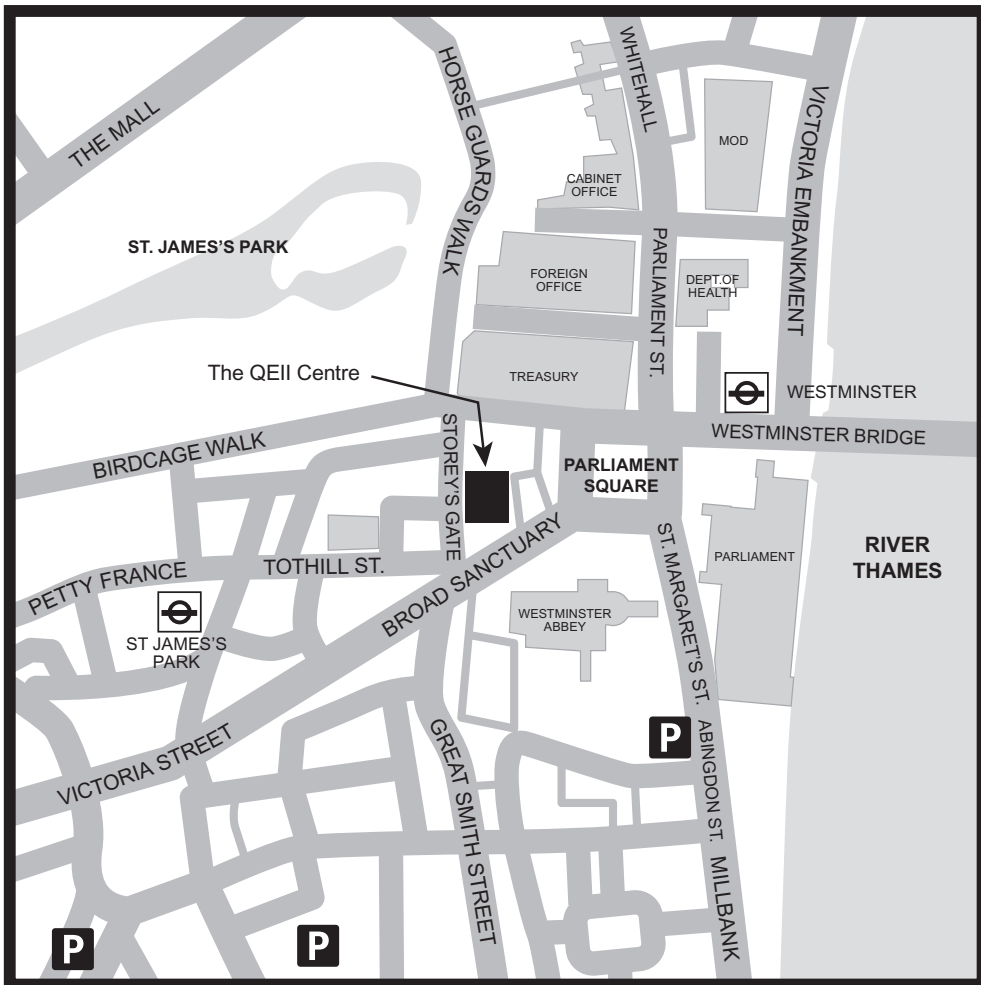
Detach and retain

MR SAM SAMPLE
 DESIGNATION (IF ANY)
 MR JOINT HOLDER 1
 ADD1
 ADD2
 ADD3
 ADD4

Aviva plc St Helen's 1 Undershaft London EC3P 3DQ
 Telephone +44 (0)20 7283 2000 www.aviva.com
 Registered in England No. 2468686

Computershare Investor Services PLC Registered in England & Wales Company No. 3498808
 Registered Office The Pavilions Bridgwater Road Bristol BS13 8AE
 Computershare Investor Services PLC is authorised and regulated by the Financial Conduct Authority

Getting to the QEII Centre



If you have any questions about completing your Voting Instruction Form or about your AvivaSA holding, please contact Aviva's Registrar, Computershare Investor Services PLC (Computershare):



By telephone: 0371 495 0105

Lines are open from 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.



By email: AvivaSHARES@computershare.co.uk



Online: www.computershare.co.uk/contactus



In writing: Computershare Investor Services PLC
The Pavilions, Bridgwater Road, Bristol BS99 6ZZ, United Kingdom

Guidance Notes on completing the Voting Instruction Form



Why not cast your voting instruction online?

It's fast, easy and secure.

www.investorcentre.co.uk/eproxy

You will be asked to enter the Meeting Control Number, Shareholder Reference Number and Voting Reference Number shown overleaf and to agree to certain terms and conditions.



Help benefit the British Red Cross – Aviva will donate £1 for every vote received online

- 1 Vote online** — you can register your voting instruction online by visiting **www.investorcentre.co.uk/eproxy**. For quick access to the website, please scan the Quick Response code above with your smartphone and you will automatically be directed to the mobile site. You will require your Meeting Control Number, Shareholder Reference Number and Voting Reference Number, each of which can be found on your Voting Instruction Form overleaf. Please note that neither Aviva nor Computershare can accept any electronic communication that is found to contain a computer virus.
- 2 Vote by post** — you can register your vote by returning your completed Voting Instruction Form to Computershare Investor Services PLC, The Pavilions, Bridgwater Road, Bristol BS99 6ZY. A pre-paid envelope, which won't require a stamp if posted in the UK, has been provided for your convenience.
- 3 Whether you register your voting instruction online or by post, your instruction must be received by no later than 11am on Friday, 5 May 2017.**
- You will find further details of the resolutions to be proposed at the AGM in the Notice of AGM, which is either enclosed or can be obtained from **www.aviva.com/aggm**. Alternatively, you can request a copy from Computershare, using the contact details provided opposite.
- If you would like the Nominee to vote on your behalf, please indicate with a cross or other mark in the appropriate boxes how you wish the Nominee to vote. The Nominee will vote in line with your voting instructions where these are received by the deadline referred to in bold above. If you do not give the Nominee any instructions, the Nominee will not vote on your behalf.
- The 'Vote withheld' option is provided to enable you to abstain on any particular resolution. However, a 'Vote withheld' is not a vote in law and will not be counted in the calculation of the proportion of the votes 'For' or 'Against' a resolution.
- Entitlement to attend and vote and the number of votes which may be cast at the AGM will be determined by reference to the Aviva Share Account register at the close of business on Friday, 5 May 2017.
- The return of a completed Voting Instruction Form won't prevent you from attending the AGM and voting in person if you wish to do so.
- Please ensure that you sign the Voting Instruction Form and initial any alterations. If someone other than you signs the Voting Instruction Form, it must be returned with either a letter of authority, power of attorney or a certified copy of the power of attorney authorising them to sign on your behalf. If the holder is a corporation, the Voting Instruction Form must be signed either under seal or under the hand of a duly authorised officer or attorney of that company, stating their capacity. If the shareholding is held jointly, the signature of any one holder is sufficient.
- If your shareholding is held jointly, the instruction of the shareholder whose name appears first on the Aviva Share Account register, will be accepted to the exclusion of the votes from the other joint holders.
- You can elect to receive an email notification when shareholder communications are available to view on the Aviva website, instead of receiving hard copy shareholder communications. Simply provide your email address in the box overleaf and return the duly completed Voting Instruction Form to Computershare or visit **www.aviva.com/online** for more details of how to register online. By entering your email address and completing and returning this form, you are accepting the terms and conditions for the Computershare Investor Centre service. The terms and conditions can be found at **www.aviva.com/online** and will be sent to you on receipt of this form.
- If the address printed overleaf is incorrect, please contact Computershare using the contact details opposite.