

Meeting Control Number
914745

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 Thursday, 10 May 2018 at 11am and at any adjournment thereof in accordance with the instructions given below:

You may submit your voting instruction online 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 mark this box with a cross if it is your intention to attend the AGM.

☐

Vote				Vote			
Resolutions	For	Against	withheld	Resolutions	For	Against	withheld
1 Annual report and accounts	☐	☐	☐	16 To re-elect Mark Wilson	☐	☐	☐
2 Directors' remuneration report	☐	☐	☐	17 To re-appoint, as auditor, PricewaterhouseCoopers LLP	☐	☐	☐
3 Directors' remuneration policy	☐	☐	☐	18 Auditor's remuneration	☐	☐	☐
4 Final dividend	☐	☐	☐	19 Political donations	☐	☐	☐
5 To elect Maurice Tulloch	☐	☐	☐	20 Authority to allot ordinary shares	☐	☐	☐
6 To re-elect Claudia Arney	☐	☐	☐	21 Disapplication of pre-emption rights*	☐	☐	☐
7 To re-elect Glyn Barker	☐	☐	☐	22 Disapplication of pre-emption rights - specified capital projects*	☐	☐	☐
8 To re-elect Andy Briggs	☐	☐	☐	23 Authority to allot shares - Solvency II Instruments	☐	☐	☐
9 To re-elect Patricia Cross	☐	☐	☐	24 Disapplication of pre-emption rights - Solvency II Instruments*	☐	☐	☐
10 To re-elect Belén Romana García	☐	☐	☐	25 Authority to purchase ordinary shares*	☐	☐	☐
11 To re-elect Michael Hawker	☐	☐	☐	26 Authority to purchase 8 3/4% preference shares*	☐	☐	☐
12 To re-elect Michael Mire	☐	☐	☐	27 Authority to purchase 8 3/8% preference shares*	☐	☐	☐
13 To re-elect Sir Adrian Montague	☐	☐	☐	28 14 days' notice for general meetings*	☐	☐	☐
14 To re-elect Tom Stoddard	☐	☐	☐	29 New articles of association*	☐	☐	☐
15 To re-elect Keith Williams	☐	☐	☐				
				* Special resolution			

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

Signed

Dated

CCS1332

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

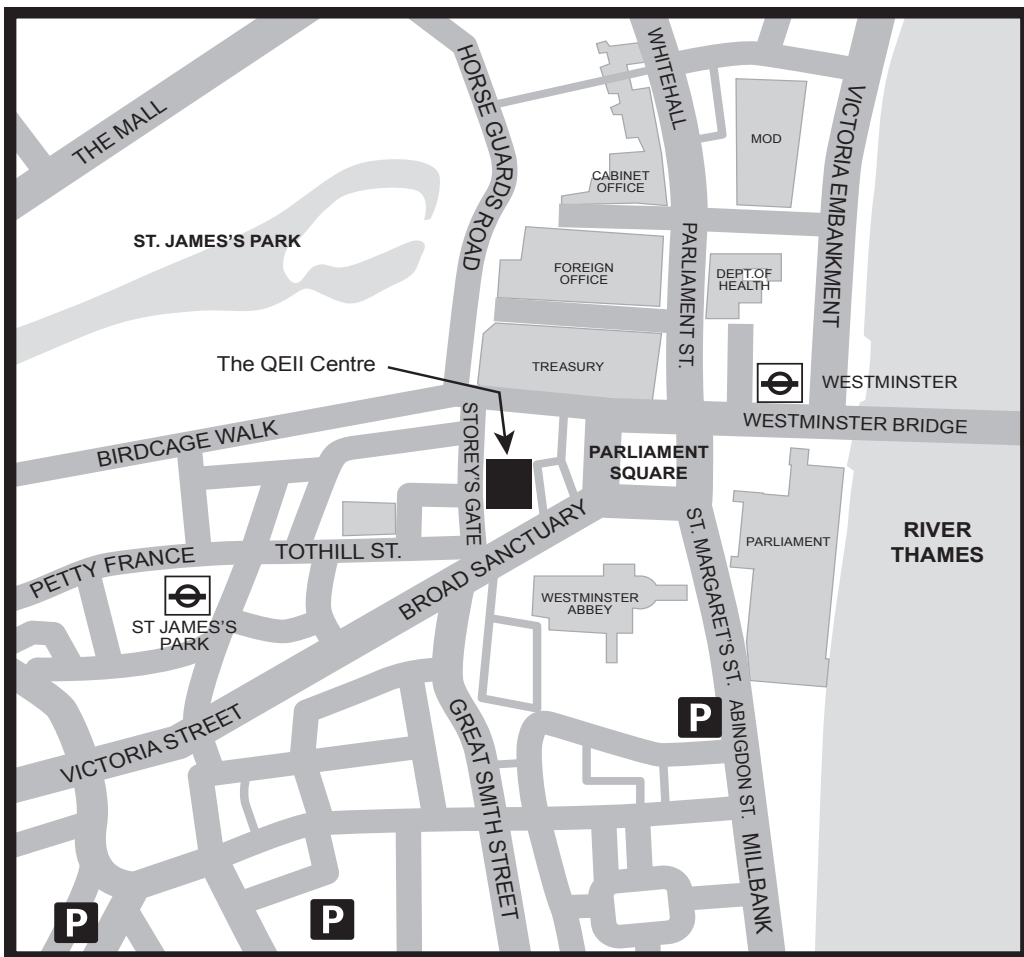


- Useful notes for the AGM
- The AGM will be held on **Thursday, 10 May 2018 at 11am** at the **Queen Elizabeth II Centre (QEII Centre), Broad Sanctuary, Westminster, London SW1P 3EE**. A map showing the location of the AGM is on the reverse of this card.
 - Refreshments will be served before and after 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 interpreter will be available for the deaf and hard of hearing.
- 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

Getting to the QEII Centre



The nearest mainline stations to the QEII Centre are Charing Cross Station and Victoria Station whilst the nearest underground stations are Westminster and St James's Park.

The nearest car park to the QEII Centre is Q-Park Westminster, Great College Street, Westminster, London SW1P 3RX

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
We're open Monday to Friday, 8.30am to 5.30pm UK time, 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.



- 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.
- 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.
- Whether you register your voting instruction online or by post, your instruction must be received by no later than 11am on Friday, 4 May 2018.**
- 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, 4 May 2018.
- 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 of 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.