



**AVIVA**

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



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25 April 2012

Dear General Accident Preference Shareholder

## General Accident plc Annual Report and Financial Statements 2011

Please find enclosed a copy of General Accident plc's Annual Report and Financial Statements for the year ended 31 December 2011. This document is also available to view and download directly from [www.aviva.com/gareports](http://www.aviva.com/gareports). Please note that you will need to have Adobe Acrobat Reader software installed on your computer, or any other web enabled device, in order to download documents from the Aviva website.

### Electronic Communications

We encourage shareholders to register their email address in order to receive all communications from us by email and in electronic format – which ensures you receive our communications in the fastest way possible. Alternatively, you can tell us that you wish to receive all future shareholder communications as hard copy documents. You can register your email address or elect to receive hard copy documents by completing the enclosed form, or registering online at [www.investorcentre.co.uk/ecomms](http://www.investorcentre.co.uk/ecomms).

Please note that if you do not return the enclosed form in the prepaid\* envelope provided, or register online at [www.investorcentre.co.uk/ecomms](http://www.investorcentre.co.uk/ecomms) by 23 May 2012, you will be deemed to have elected for electronic communications via the Aviva.com website. As a result, you will no longer receive hard copy documents and instead will receive written notification when shareholder communications are available to view on our website.

Notwithstanding any election, General Accident plc may, at its sole discretion, send any notification or document to shareholders in hard copy form.

You will be able to change this election at any time by contacting our Registrar, Computershare Investor Services PLC, using the contact details provided overleaf. You will need to state your name and Shareholder Reference Number which can be obtained from your most recent dividend tax voucher or any share certificate issued since 4 July 2011.

Yours sincerely

Russell Tullo  
Company Secretary  
General Accident plc

\*The prepaid envelope enclosed with this letter will not require a stamp if posted in the UK.

If you have any questions regarding your shareholding, please contact Computershare:

 Via the internet: [www.investorcentre.co.uk/contactus](http://www.investorcentre.co.uk/contactus)

 By email: [AvivaSHARES@computershare.co.uk](mailto:AvivaSHARES@computershare.co.uk)

 By telephone: **0871 495 0105**

Lines are open from 8.30am to 5.00pm (UK time), Monday to Friday  
Please call +44 117 378 8361 if calling from outside the UK

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

### Have future dividends paid directly into your bank or building society account

Electing to receive dividends direct to your bank or building society account will ensure that you receive dividends quickly and securely. If your dividends are not already paid into your bank account, you can set up a dividend mandate by completing Part B of the enclosed form and returning it in the prepaid\* envelope provided, or online by visiting [www.investorcentre.co.uk](http://www.investorcentre.co.uk).

### Go online

Invest in the environment and manage your shareholdings the easy way by visiting: [www.investorcentre.co.uk](http://www.investorcentre.co.uk).  
Make a positive impact by electing for direct dividend payments and the receipt of electronic communications.

Invest in our environment...  
Visit [www.investorcentre.co.uk](http://www.investorcentre.co.uk)



Make a positive impact by electing for electronic communications and manage your shareholding online.

View any outstanding payments



Change payment options



Switch to electronic communications



Change your address



View your shareholding



## Be on your guard – beware of fraudsters!

Please be aware that there has been an increase in reports of share scams, where fraudsters cold-call investors offering a range of financial propositions. We would like to remind all shareholders to remain vigilant at all times.

For more information on how you can protect yourself, please visit  
[www.aviva.com/shareholderservices](http://www.aviva.com/shareholderservices)

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