



**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



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

99999

000001



47425-011

25 April 2012

Dear General Accident Preference Shareholder

## General Accident plc Annual Report and Financial Statements 2011

Our records indicate that you have elected to receive hard copies of shareholder documents and accordingly, General Accident plc's Annual Report and Financial Statements for the year ended 31 December 2011 is enclosed. This document is also available to view and download from the Aviva website and can be accessed 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.

If you no longer wish to receive hard copy versions of shareholder documents such as the Annual Report and Financial Statements, and are happy to view these on the Aviva website, you may change your election at any time by notifying the Company's Registrar 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.

### New Registrar

You may already be aware that on 4 July 2011, Computershare Investor Services PLC (Computershare) became the Aviva Group's Registrar. Computershare should be contacted with regard to all matters relating to your General Accident plc shareholding. Please see overleaf for Computershare's contact details.

Yours sincerely

Russell Tullo  
Company Secretary  
General Accident plc


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

### Still receiving dividends by cheque?

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 online at [www.investorcentre.co.uk](http://www.investorcentre.co.uk) or by calling or writing to Computershare to request a form.

### 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.

<b>Invest in our environment...</b> Visit <a href="http://www.investorcentre.co.uk">www.investorcentre.co.uk</a>	View any outstanding payments	Change payment options	Switch to electronic communications	Change your address	View your shareholding
 Make a positive impact by electing for electronic communications and manage your shareholding online.					

### 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)