



AVIVA

Aviva plc. Registered in England No: 2468686
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25 April 2012

Dear General Accident Preference Shareholder

General Accident plc Annual Report and Financial Statements 2011

I am writing to let you know that General Accident plc's Annual Report and Financial Statements for the year ended 31 December 2011 is now available to view and download from the Aviva website. You can access this document directly from 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.

Shareholder Communications

We currently send you a letter to advise you when shareholder communications are available to be viewed on Aviva's website. However, if you would prefer to receive future notifications by email please visit www.investorcentre.co.uk/ecomms to register for electronic services. Further details are also provided overleaf.

Alternatively, if you wish to change your election, you can do so at any time by notifying the Company's Registrar using the contact details provided overleaf.

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



By email: 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 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.
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

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