



Press Release

29 SEPTEMBER 2008

**AVIVA INVESTORS COMPLETES INITIAL INTEGRATION.
TRANSFORMATION INTO A GLOBAL INVESTMENT POWERHOUSE BEGINS**

Today marks the official creation of Aviva Investors, the global asset management business of Aviva plc. Aviva Investors is a single company with 1100 employees working in 21 locations around the world.

Aviva, the world's fifth largest insurance company¹, is investing to transform its asset management business over the next few years into one that significantly increases its contribution to Group profit and becomes an investment powerhouse on a global scale.

Aviva Investors currently manages more than £235 billion [€297 billion / US\$469 billion / A\$488 billion].

Aviva Investors Chief Executive Alain Dromer said:

“Today marks the initial integration of our asset management companies and the start of the Aviva Investors transformation into a global investment powerhouse. The exceptional tensions experienced in the past few weeks have highlighted the benefit of operating globally to service all our clients better. Aviva Investors will draw on the best of products and capabilities from around the world to deliver innovative services and investment performance to our internal and third-party clients.

“This is not just about rebranding. It is a radical change, driven by the value that we can deliver to our clients. It's about creating a new approach to asset management for Aviva and building a dynamic new business that can provide truly global investment solutions.”



The investment model developed for Aviva Investors is one that anticipates market trends and changing client demands. It will be transformed to deliver greater specialisation and focus and be based around two key areas:

- Local autonomous teams that concentrate on generating alpha and high out-performance through active portfolio management in areas such as equity and fixed income investment and real estate.
- A global investment solutions team that will manage capabilities requiring scale and a global outlook. This team will focus on products and multi-asset solutions that include: quantitative, index, asset allocation, multi-manager and structured products.

Aviva Investors combines businesses in Australia (Portfolio Partners) France (Aviva Gestion d'Actifs) Poland (CUIM Polska), Ireland (Hibernian Investment Managers) North America (Aviva Capital Management, MFM International, Aviva Investment Canada) Romania (CertInvest) and the UK (Morley).

Eugen Voicu, Chief Executive Romania said:

“We are now a single business with a global outlook and specialist expertise; one where pace, accountability and collaboration across borders will aim to deliver superior investment solutions and performance.

I look forward to growing our business in Romania, in spite of difficult market conditions. We have been a dynamic company in the local market and will become more energetic and active, through our integration into Aviva Investors. We will fuel our clients satisfaction and trust in the services we provide. Our ability to create custom made products will be at the highest level in the industry.”



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Notes to Editors

¹ Based on gross worldwide premiums for the year ended 31 October 2007.

Aviva Investors

Aviva Investors is the global asset management business of Aviva plc, the world's fifth-largest insurance group. The company operates under a single brand with more than 1,100 employees in 21 locations across North America, the UK, Europe, and the Asia Pacific.

Aviva Investors combines the following former businesses in: the UK (Morley); France (Aviva Gestion d'Actifs); North America (Aviva Capital Management, MFM International, Aviva Investment Canada); Ireland (Hibernian Investment Managers); Australia (Portfolio Partners); Poland (CUIM Polska); and Romania (CertInvest); and works in partnership with Delta Lloyd Asset Management in the Netherlands.

Aviva plc

- ▶ Aviva is the leading provider of life and pension products in Europe with substantial positions in other markets around the world, making it the world's fifth largest insurance group based on gross worldwide premiums at 31 December 2007.
- ▶ Aviva's principal business activities are long-term savings, fund management and general insurance, with worldwide total sales of £49.2 billion at 31 December 2007 and funds under management of £359 billion at 30 June 2008.
- ▶ The Aviva media centre at www.aviva.com/media includes images, company and product information and a news release archive.
- ▶ For broadcast-standard video, please visit www.thenewsmarket.com/aviva.

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