

Making the right decision for each customer has been key to Aviva's success since 1696

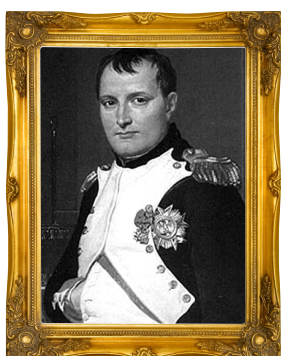
These are examples of some of our more **historic** underwriting decisions.



Sir Winston Churchill
An Aviva plc Company approved the application of this promising young officer and presented him with a fully paid-up policy in 1960



Queen Victoria
Her Royal Majesty asked an Aviva plc Company to be her insurer 140 years ago. The Company graciously complied.



Napoleon Bonaparte
Over 180 years ago, Napoleon Bonaparte applied for life insurance with an Aviva plc Company. He was turned down. The rest is history.

After more than 300 years, Aviva plc continues to focus on the needs of each individual

Centuries of customers (both the famous and not-so-famous) have relied upon us for financial security and peace of mind, helping to make the Aviva companies the fifth largest and oldest continuously operating insurance group in the world.*

Today, we take all that we've learned in those many years and focus on tomorrow. Our experience guides us as we strive to build insurance around the needs of every individual. We're putting people before policies and building a new kind of insurance company dedicated to that mission.

We invite you to join us in our quest.

Let's make history together!

We are building insurance around youSM



www.avivausa.com

Aviva Life and Annuity Company, West Des Moines, IA; Aviva Life and Annuity Company of New York, Melville, NY.

* Based on gross worldwide premiums for the year ended 31 December 2009

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