

## press release

2 November 2010

### Aviva maintains momentum to deliver strong results

- Aviva reports 6% increase in new business sales over past nine months
  - Positive news driven by strong results in UK and Asia
- The Share Centre currently list Aviva as a 'buy' and its preferred play in the insurance sector

**As Aviva delivers its latest quarterly results to the market, Nick Raynor, investment advisor at The Share Centre explains what this means for investors.**

“This morning Aviva reported a promising set of quarterly figures to the market – which saw total life and pensions new business sales for the three quarters ended September 30 at £25.55 billion, up from £24.06 billion in the same period last year.

“This news, coupled with a strong cost cutting programme, puts Aviva in an extremely strong position going forwards, and in the company’s own words, well placed to deliver ‘outstanding capital generation’ for 2010.

“At the Share Centre we believe Aviva offers considerable value for investors – especially as its current net asset value ratio means that if the company were broken up today then investors would receive more for their money than the current share price reveals.

“For income seekers Aviva also offers a reassuringly consistent 7% dividend – a rare occurrence in today’s markets.

“Overall Aviva remains our preferred company in the general insurance sector. Although it is a medium risk investment, due to the volatility of the financial sector and its exposure to Asia, we think it is a good option for investors.”

---Ends---

**For further information please contact:**

The Share Centre

Stephanie Reynolds

PR Executive

01296 439 256

[Stephanie.reynolds@share.co.uk](mailto:Stephanie.reynolds@share.co.uk)

Emma Cross

PR Manager

01296 439 426

[Emma.cross@share.co.uk](mailto:Emma.cross@share.co.uk)

Lansons Communications

Inez de Koning / Lucy Willatt / Lisa Grando

0207 294 3623 / 020 7566 9717/ 0207 294 3669

[Inezd@lansons.com](mailto:Inezd@lansons.com) / [lucyw@lansons.com](mailto:lucyw@lansons.com) / [Lisag@lansons.com](mailto:Lisag@lansons.com)

**Risk Warnings:**

Investing in general, and the products and services mentioned above may not be suitable for all: if in doubt, individuals should seek independent financial advice. The value of investments and the income from them can go down as well as up and investors may not get back their original investment. Past performance is not a reliable indicator of future performance.

The bases and levels of taxation relating to ISAs, CTFs and SIPP are subject to change and the value of these tax allowances may depend upon the circumstances of the individual.

**About The Share Centre:**

The Share Centre was established in 1990 to provide value-for-money share services for private investors. Its range of services includes buying and selling shares (by Internet, telephone and post) and a comprehensive share administration and safe custody service. Tax-efficient investment 'wrappers' including ISAs, CTFs and SIPPs are also available.

The Share Centre's Advice team provides comment on market sectors, individual shares and funds on [www.share.com](http://www.share.com). Access is available to customers and registered users of the site. Registration is free. To understand how our Advice team arrive at their views please read our [Investment Research Policy](#)

In addition, account customers can receive individual telephone advice on UK-listed shares and on funds traded via the CoFunds trading platform.

The Share Centre Limited is a member of the London Stock Exchange and is authorised and regulated by the Financial Services Authority under reference 146768.

Registered in England No. 2461949. Registered office: Oxford House, Oxford Road, Aylesbury, Bucks. HP21 8SZ.

