

## press release

4 August 2011

### A leaner Aviva remains a 'buy' for investors

- Aviva report a 5% rise in operating profits
- Investors receive a 5% increase in Aviva's interim dividend
- The Share Centre currently lists Aviva as a 'buy' for income and growth seeking investors

**As Britain's second largest insurer, Aviva, reports interim results ahead of market expectations, Nick Raynor, investment adviser at The Share Centre, explains what this means for investors.**

"This morning Aviva reaffirmed its place on our buy list by announcing a 5% rise in operating profits to £1.34bn for the first half of the year and an increase of 5% in its interim dividend to 10p. Despite the continuing economic difficulties in the EuroZone, operating profits in the region rose 21% and helped to boost the overall figures.

"The insurer has focused on becoming a leaner company by concentrating on its core markets where profits are greater. The sale of its RAC auto recovery and insurance business helped in these figures.

"There are whispers in the market that private equity companies are interested in acquiring and breaking Aviva up. In the short term, this could be a real benefit to investors as the share price bounces on these rumours. However, over the longer term investors should be cautious.

"We still believe there is potential from Aviva, for both investors seeking income and growth. Bid speculation could make it very attractive indeed."

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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's 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 SIPP's 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](#). The Share Centre blog is also available at <http://blog.share.com>.

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

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