

For filings with the FSA include the annex
 For filings with issuer exclude the annex

TR-1: NOTIFICATION OF MAJOR INTEREST IN SHARESⁱ

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached: ⁱⁱ	Kewill plc																	
2 Reason for the notification (please tick the appropriate box or boxes):																		
An acquisition or disposal of voting rights	√																	
An acquisition or disposal of qualifying financial instruments which may result in the acquisition of shares already issued to which voting rights are attached																		
An acquisition or disposal of instruments with similar economic effect to qualifying financial instruments																		
An event changing the breakdown of voting rights																		
Other (Please specify):																		
3. Full name of person(s) subject to the notification obligation: ⁱⁱⁱ	Aviva plc & its subsidiaries																	
4. Full name of shareholder(s) (if different from 3.): ^{iv}	Registered Holder: <table border="0" style="width: 100%;"> <tr> <td style="width: 80%;">BNY (Nominees) Limited</td> <td style="text-align: right;">73,990*</td> </tr> <tr> <td>BNY Norwich Union Nominees Limited</td> <td style="text-align: right;">499,502*</td> </tr> <tr> <td>Chase (GA Group) Nominees Limited</td> <td style="text-align: right;">2,961,822*</td> </tr> <tr> <td>Chase Nominees Limited</td> <td style="text-align: right;">213,489*</td> </tr> <tr> <td>Vidacos Nominees Limited</td> <td style="text-align: right;">65,843*</td> </tr> <tr> <td colspan="2" style="text-align: center;">*denotes direct interest</td> </tr> <tr> <td>Chase Nominees Limited</td> <td style="text-align: right;">9,630</td> </tr> <tr> <td>Vidacos Nominees Limited</td> <td style="text-align: right;">794,428</td> </tr> </table>		BNY (Nominees) Limited	73,990*	BNY Norwich Union Nominees Limited	499,502*	Chase (GA Group) Nominees Limited	2,961,822*	Chase Nominees Limited	213,489*	Vidacos Nominees Limited	65,843*	*denotes direct interest		Chase Nominees Limited	9,630	Vidacos Nominees Limited	794,428
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5. Date of the transaction and date on which the threshold is crossed or reached: ^v	26 July 2011
6. Date on which issuer notified:	27 July 2011
7. Threshold(s) that is/are crossed or reached: ^{vi, vii}	<5% to 5% Change at Combined Interest Level

8. Notified details:							
A: Voting rights attached to shares ^{viii, ix}							
Class/type of shares if possible using the ISIN CODE	Situation previous to the triggering transaction		Resulting situation after the triggering transaction				
	Number of Shares	Number of Voting Rights	Number of shares	Number of voting rights		% of voting rights ^x	
			Direct	Direct ^{xi}	Indirect ^{xii}	Direct	Indirect
Ordinary Shares GB0007383341	3,653,078	3,653,078	4,618,704	3,814,646	804,058	4.19%	0.89%

B: Qualifying Financial Instruments				
Resulting situation after the triggering transaction				
Type of financial instrument	Expiration date ^{xiii}	Exercise/ Conversion Period ^{xiv}	Number of voting rights that may be acquired if the instrument is exercised/ converted.	% of voting rights

C: Financial Instruments with similar economic effect to Qualifying Financial Instruments ^{xv, xvi}						
Resulting situation after the triggering transaction						
Type of financial instrument	Exercise price	Expiration date ^{xvii}	Exercise/ Conversion period ^{xviii}	Number of voting rights instrument refers to	% of voting rights ^{xix, xx}	
					Nominal	Delta

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Total (A+B+C)	
Number of voting rights	Percentage of voting rights
4,618,704	5.08%

9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable: ^{xxi}
<p>The voting rights are managed and controlled by Aviva Investors Global Services Limited, with the following chain of controlled undertakings:-</p> <p>Aviva Investors Global Services Limited:</p> <ul style="list-style-type: none"> • Aviva plc (Parent Company) • Aviva Group Holdings Limited (wholly owned subsidiary of Aviva plc) • Aviva Investors Holdings Limited (wholly owned subsidiary of Aviva Group Holdings Limited) • Aviva Investors Global Services Limited (wholly owned subsidiary of Aviva Investors Holdings Limited)

Proxy Voting:	
10. Name of the proxy holder:	See Section 4
11. Number of voting rights proxy holder will cease to hold:	
12. Date on which proxy holder will cease to hold voting rights:	

13. Additional information:	Figures are based on a total number of voting rights of 90,975,471 as per the Company's Total Voting Rights Announcement of 30/06/2011
14. Contact name:	Diane Thirkettle, Aviva plc
15. Contact telephone number:	01603 687803