

# ANTICIPATED ACQUISITION BY AVIVA PLC OF DIRECT LINE INSURANCE GROUP PLC

14 May 2025

## NOTICE UNDER SECTION 96(2A) OF THE ENTERPRISE ACT 2002 PUBLISHED PURSUANT TO SECTION 107(1)(I) OF THE ENTERPRISE ACT 2002

The Competition and Markets Authority (**CMA**) hereby gives notice pursuant to section 96(2A) of the Enterprise Act 2002 (the **Act**) that the merger notice provided by Aviva plc (**Aviva**) and Direct Line Insurance Group plc (**Direct Line**) in relation to the anticipated acquisition by Aviva of Direct Line (the **Merger**) meets the requirements of section 96(2) of the Act.

The initial period defined in section 34ZA(3) of the Act in relation to the Merger will therefore commence on the first working day after the date of this notice, ie on 15 May 2025. The deadline for the CMA to announce its decision whether to refer the Merger for a phase 2 investigation is therefore 10 July 2025.