

Aviva to hit Wall Street, list on NYSE

By [Darla Mercado](#)

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Officials for Aviva PLC, the London-based insurer, today said it will become a listed company on the New York Stock Exchange on Oct. 20.

Aviva will trade under the ticker "AV." No new ordinary shares will be issued and the company plans to keep its place on the London Stock Exchange. Some 20% of the company's shareholders are in the United States, the company said in a statement.

The decision to be listed on the NYSE is another step for Aviva in making a bigger presence stateside. Just last month, the insurer named Christopher J. Littlefield the CEO of Aviva USA, promoting him from chief operating officer.

The insurer's U.S.-based business, Aviva USA, is the largest seller of indexed annuities.

Aviva USA also takes second place in fixed-annuity sales, raking in \$1.67 billion in second-quarter sales, falling behind New York Life Insurance Co., according to data from Beacon Research.