

Van de Velde

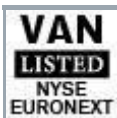
10.03.2010 – Press release

REGULATED INFORMATION

Notification Aviva Plc. in respect of the law of May 2, 2007 on the disclosure of large shareholdings in issuers whose securities are admitted to trading on a regulated market

On March 8, 2010 Aviva Plc. informed us that on date of March 2, 2010 Delta Lloyd Asset Management NV (controlled by Aviva Plc.) possesses 679.433 or 5,10 % Van de Velde voting rights.

(see enclosure)



Van de Velde NV is a leading player in the luxury and fashionable women's lingerie sector. Van de Velde is convinced of the merits of a long-term strategy based on developing and expanding brands around the Lingerie Styling concept (fit, style and fashion), especially in Europe and North America.

For more information, contact:

Van de Velde NV
09 365 21 00
www.vandevelde.eu

Stefaan Vandamme
CFO

EBVBA 4F, always represented by
Ignace Van Doorselaere
CEO

FORM TR-1 BE
PART I

1) Status of the notification

Final

2) Issuer

Name **VAN DE VELDE**
Identification number **0448-746-744**

3) Reason for the notification

An acquisition or disposal of voting securities or voting rights

4) Notification by

A parent undertaking or a controlling person

5) Persons subject to the notification requirement

Name (& legal form for legal persons)	Address (for legal persons)
Aviva plc	St Helen's, 1 Undershaft, London, EC3P 3DQ, United Kingdom

6) Persons that dispose of ... voting rights (Only to be filled in if art. 7 of the Law applies)

Name (& legal form for legal persons)	Address (for legal persons)

Please continue entering the information in part II concerning the persons referred to in points 5 and 6

CH/SK

7) Date on which the threshold is crossed

2/03/2010 (DD/MM/YYYY)

8) Threshold that is crossed (in %)

5

If the holding has fallen below the lowest threshold, you have the option of not filling in point 10

9) Denominator

13.322.480

Please enter the denominator before filling in the data

10) Notified details

A) Voting rights	Previous notification	After the transaction			
		# of voting rights		% of voting rights	
	Holders of voting rights	Linked to securities	Not linked to the securities	Linked to securities	Not linked to the securities
Aviva plc		0	0	0,00%	0,00%
Delta Lloyd Asset Management NV	646.978	679.433	0	5,10%	0,00%
TOTAL		679.433	0	5,10%	0,00%

Start with "groups" of holders. Calculate subtotals and then finish with the persons who are "alone".
 The totals, subtotals and % will be updated once you have clicked on <CALCULATE>

B) Equivalent financial instruments	After the transaction					
	Holders of equivalent financial instruments	Type of financial instrument	Expiration date	Exercise period or date	# of voting rights that may be acquired if the instrument is exercised	% of voting rights
					0	0,00%
TOTAL			(In relation to all expiration dates)		0	0,00%

The totals will be updated once you have clicked on <CALCULATE>

TOTAL (Voting rights & Equivalent financial instruments)	# of voting rights	% of voting rights
	679.433	5,10%

11) Chain of controlled undertakings through which the holding is effectively held, if applicable

Please describe, or join a diagram in attachment

For reference, the investment of Delta Lloyd Europees Deelnemingen Funds and Delta Lloyd Luxembourg European Participation Fund, the underlying beneficial owners, are managed by Delta Lloyd Asset Management NV who has full investment discretion and voting authority. Delta Lloyd Asset Management NV is a majority owned subsidiary of Aviva plc. Please refer to the attached diagram, which shows the full chain of control between the two entities.

12) In case of proxy voting for only one GM

Holder

will cease to hold / will hold again

voting rights as of

13) Additional information

A) Convertible bonds and rights to subscribe to voting securities not yet issued

Holder	Type of financial instrument	Expiration date (DD/MM/YYYY)	Exercise/Conversion period or date	Number	# of voting rights that may be acquired if the instrument is exercised/converted

B) Shares without voting rights

Holder	Number

C) Remarks

Place at

Norwich, Norfolk, United Kingdom

On

8/03/2010 (DD/MM/YYYY)

Name & capacity

NEIL WHITTAKER (Global Reporting Unit Manager, Aviva plc)

Signature