

Van de Velde

10.03.2010 - Persbericht

GEREGLEMENTEERDE INFORMATIE

Kennisgeving Aviva Plc. in het kader van de Wet van 2 mei 2007 op de openbaarmaking van belangrijke deelnemingen.

Op 8 maart 2010 heeft Aviva Plc ons op de hoogte gebracht van het feit dat Delta Lloyd Asset Management NV (gecontroleerd door Aviva Plc.) op datum van 2 maart 2010 679.433 of 5,10% Van de Velde stemrechten bezit. (zie bijlage)



Van de Velde NV behoort tot de voornaamste marktspelers in de sector van de luxueuze en modieuze dameslingerie. Van de Velde is overtuigd van een langetermijnstrategie gebaseerd op het uitbouwen en de ontwikkeling van de merken rond het concept "Lingerie Styling" (pasvorm, stijl en mode), en dit vooral in Europa en Noord-Amerika.

Voor bijkomende inlichtingen kunt u terecht bij:

Van de Velde NV
09/365.21.00
www.vandevelde.eu

Stefaan Vandamme
Financieel Directeur

EBVBA 4F, vast vertegenwoordigd door
Ignace Van Doorselaere
Voorzitter Directiecomité

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/ST

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
				# of voting rights that may be acquired if the instrument is exercised	
				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%

CALCULATE

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