

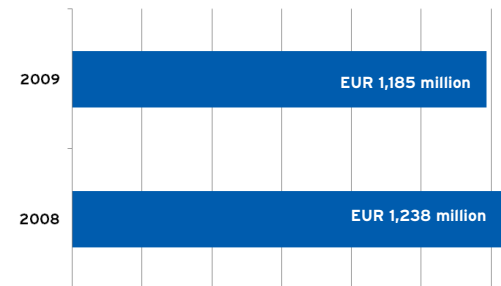
AEGON is an international provider of life insurance, pensions and investments, with businesses in over twenty countries around the world.



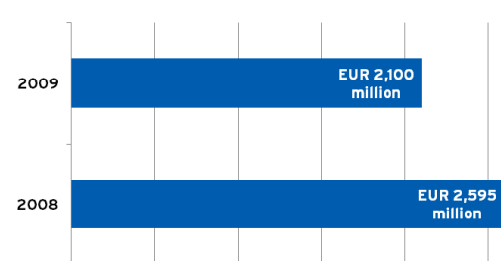
AEGON WORLDWIDE

- AEGON's main operations are in the United States, the Netherlands and the United Kingdom, but in recent years the company has expanded into new growth markets in Asia, Central & Eastern Europe and Latin America.
- AEGON was founded in 1983 through the merger of two Dutch insurance companies, AGO and Ennia. Today, AEGON is a worldwide business, with 28,000 employees serving 40 million customers around the world.
- The company's shares are listed on three major stock markets: Amsterdam, London and New York. Approximately 80% of its shareholders are located in the United States, the Netherlands or the United Kingdom.
- AEGON's mission is to help its customers secure their long-term financial futures while growing the company's businesses profitably and sustainably.
- AEGON's ambition is to be a leader in *all* its chosen markets by 2015.
- AEGON manages investments on behalf of customers as well as for its own account. In total, the company oversees EUR 409 billion in revenue-generating investments.
- AEGON has strong positions in its key markets. AEGON is one of the largest insurance companies in the United States, and has more than 20% of the Dutch group pensions markets and 13% of the UK market.
- In Central & Eastern Europe, AEGON has businesses in six countries: Hungary, Poland, the Czech Republic, Slovakia, Romania and Turkey.
- The company also has operations in China, India, Mexico and Brazil.
- AEGON's main businesses - life insurance, pensions and investments - have significant potential for growth in the years ahead, particularly as people in many countries are living longer, healthier lives.
- In emerging economies, like China, India and Brazil, recent economic growth has led to the emergence of new and ambitious middle classes.

AEGON: underlying earnings before tax



AEGON: new life sales



Main locations



AEGON WORLDWIDE FAST FACTS

Headquarters	The Hague, the Netherlands
Business lines	Life insurance, pensions and investments
Employees (end 2009)	28,382
Number of customers	Approximately 40 million
Locations	United States, the Netherlands, United Kingdom, Asia, CEE, Latin America and Spain
Main brands	AEGON, Transamerica
Revenue-generating investments (at end June 2010)	EUR 409 billion
Main distribution channels	Advisors, brokers, agents, bank and financial institutions, worksite and direct marketing
Chief Executive Officer	Alex Wynaendts
Chief Financial Officer	Jan Nooitgedagt

World's aging populations (over 65s as % of total population)

