

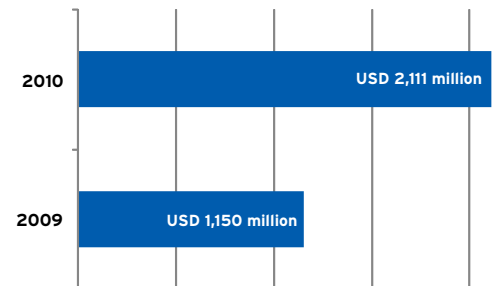
The Americas is AEGON's largest market. More than half the company's business is located in the United States, which also accounts for 50% of the workforce. As well as the United States, AEGON has expanding operations in both Mexico and Brazil.



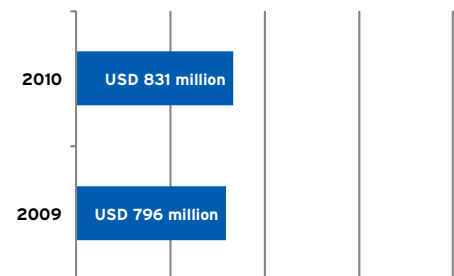
## AEGON IN THE AMERICAS

- AEGON has life insurance, pension and investment businesses throughout the Americas - in Brazil, Canada, Mexico and the United States.
- Operating under the Transamerica brand, AEGON's key businesses in the United States are life insurance, investments and retirement. Transamerica includes companies whose history goes back over 100 years and whose products and services have become well-known throughout North America, including founding companies Life Investors Insurance Company of America and Monumental Life Insurance Company.
- In the Americas, AEGON has more than 30 million customers and works with over 200,000 independent and career agents.
- Currently, AEGON is among the five largest providers in the US of individual universal life insurance, individual term life insurance and equity-indexed universal life insurance. AEGON is the largest seller of synthetic guaranteed investment contracts, or GICs in the US.
- AEGON's operations in the Americas employ approximately 13,000 people and manage USD 315<sup>1)</sup> billion in revenue-generating investments.
- Recently, AEGON has expanded its Latin American business, establishing operations in both Brazil and Mexico.

### Americas: underlying earnings before tax



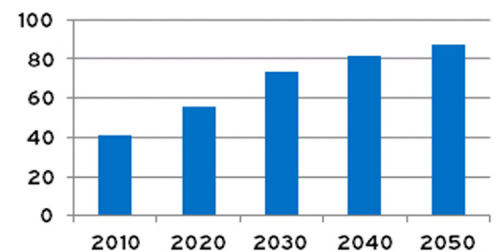
### Americas: new life sales



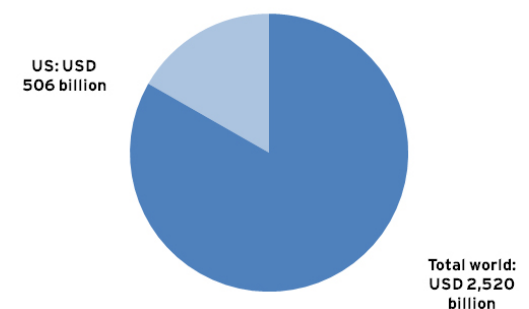
## MARKETS IN THE AMERICAS

- The United States is currently the world's largest life insurance market, accounting for more than a fifth of the total global market.
- Long-term demand is growing as the US population ages and the private sector takes on more responsibility for retirement provision.
- US citizens spend much longer in retirement than they used to, placing increasing emphasis on managing pension assets after the age of 65.
- At the beginning of the 1900s, average life expectancy in the United States was less than 50; today, according to UN estimates, it is more than 79.
- In Brazil and Mexico, demand is being driven by political reform, and an expanding middle class. Together, Brazil and Mexico number almost 300 million people, the same size as the United States.

### United States' rising retirement population (number of over 65s in millions)



### United States' share of the global life insurance market



### FAST FACTS: US MARKET

Life expectancy at birth	79.2 years
Percentage of population over 65 (2015)	14.5%
Life insurance premiums (2010)	USD 506 billion
Penetration rate (2010) (premiums as % of GDP)	3.5%
Gross national income per capita (2010)	USD 47,140

### FAST FACTS: AEGON AMERICAS

Number of employees	12,958 (US + Canada) - end of 2010
Business lines	Life insurance, savings, pensions, asset management and life reinsurance
Main distribution channels	Brokers, banks, agents, direct and worksite marketing
Chief Executive Officer	Mark Mullin

<sup>1)</sup> As per September 30, 2011