

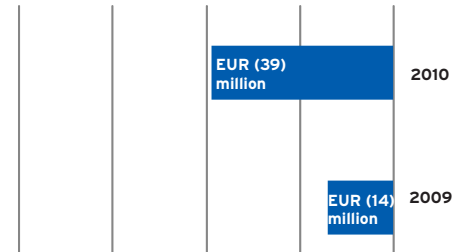
Asia is one of the world's fastest growing markets for life insurance, private pensions and investments. AEGON's joint ventures in China, India and Japan work with local partners to develop products and services for the expanding Asian market.



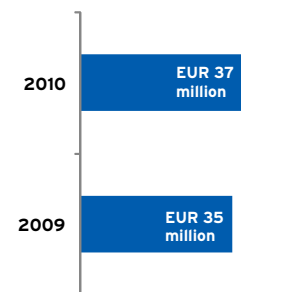
AEGON IN ASIA

- From its regional headquarters in Hong Kong, AEGON directs businesses in three countries in Asia: China, India and Japan. Through subsidiaries Transamerica and ADMS, AEGON is also present in Hong Kong, Singapore, Thailand, Australia, Taiwan and South Korea.
- In China, AEGON operates with partner CNOOC* in provinces along the prosperous eastern coast, giving the company access to a potential market of more than 500 million people. AEGON also has a separate asset management joint venture with Chinese securities firm Industrial Securities.
- In India, AEGON has been working alongside the financial services firm Religare for the past three years. The joint venture, AEGON Religare Life Insurance, currently has 118 branch offices** across the country.
- In Japan, AEGON has established a joint venture with Sony Life, which will initially focus on variable annuities distributed through local banks, financial institutions and Sony Life's 'Lifeplanner' network.
- AEGON's competitors in China and Japan are mostly locally-owned, but European and US insurers, including Axa, Fortis, AIA, Sunlife, Manulife and Prudential, have a significant presence in the Asian market.

Asia: underlying earnings before tax



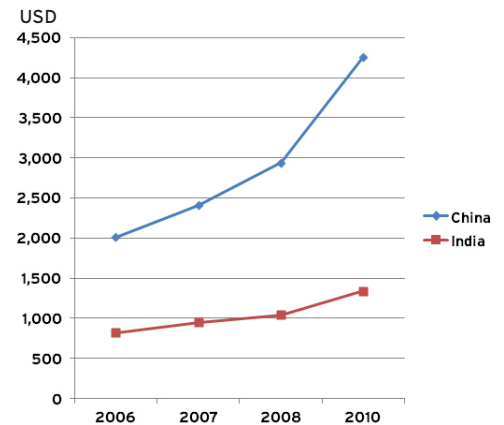
Asia: new life sales



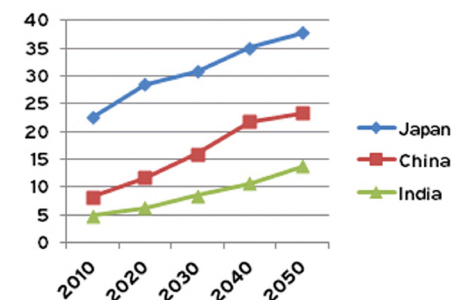
THE ASIAN MARKET

- Asia's market for life insurance has traditionally been dominated by Japan, which accounts for more than half the region's premiums. Markets in China and India are growing quickly, however.
- According to UN estimates, average life expectancy at birth in Japan will exceed 87 years by the middle of this century. Already almost one in four people in Japan are over the age of 65.
- Asia has tremendous potential for growth: almost two in five of the world's population live in either India or China, yet the two countries currently account for just 7% of the global life insurance market.

Asia's growing wealth (national income per capita)



Asia's aging populations (% of population over age of 65)



FAST FACTS: ASIAN MARKETS

	China	India	Japan
Life expectancy at birth	73.8 years	66 years	83.7 years
Population over 65 (2015)	9.5%	5.4%	26.3%
Annual life insurance premiums (2010)	USD 143 billion	USD 67.8 billion	USD 441 billion
Penetration rate (2010) (premiums as % of GDP)	2.5%	4.4%	8.0%
Gross national income per capita (2010)	USD 4,260	USD 1,340	USD 42,150

FAST FACTS: AEGON IN ASIA

Business	Life insurance, savings, pensions and asset management		
Main distribution channels	Agents, brokers, banks and other intermediaries		
Chief Executive Officer	Jason Ma	Rajiv Jamkhedkar	Bert-Jaap Brons (Executive Chairman, as per April 1, 2011) Tomohito Tsuchiya (President, as per April 1, 2011)

* China National Offshore Oil Corporation

** November 2011

Sources: UN World Population Prospects, Swiss Re, World Bank and AEGON data.