

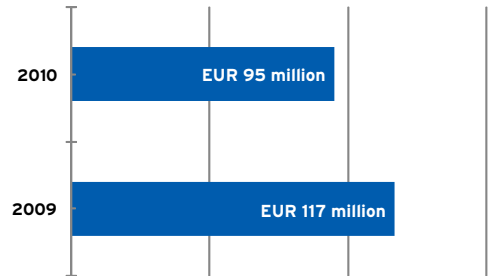
Over the past nineteen years, AEGON has steadily expanded its presence in Central & Eastern Europe. Today, AEGON provides pensions, life insurance and investments to millions of people across the region.



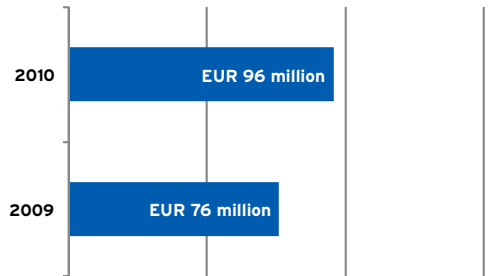
AEGON IN CENTRAL & EASTERN EUROPE

- AEGON entered Central & Eastern Europe in 1992, buying the former Hungarian state-owned insurance company, Állami Biztosító.
- Since then, the company has expanded its presence in the region and now has operations in six countries: the Czech Republic, Hungary, Poland, Romania, Slovakia and Turkey.
- Like Asia and Latin America, CEE represents a growing part of the world's insurance industry as a result of wealth creation. AEGON is determined to participate fully in this opportunity.
- AEGON is currently Hungary's second largest provider of life insurance, as well as the 5th in the Polish unit-linked market. The company also ranks 4th in the Hungarian non-life market*.
- In addition, AEGON is Hungary's leading provider of home insurance, and has just launched home insurance products in Slovakia and the Czech Republic.
- In many markets in Central & Eastern Europe, AEGON faces competition from other western insurers, including ING, Allianz, Generali, Aviva and Axa.

CEE: underlying earnings before tax



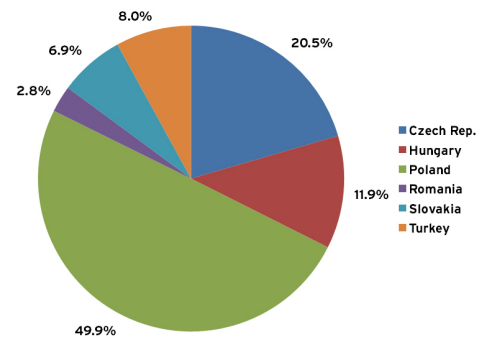
CEE: new life sales



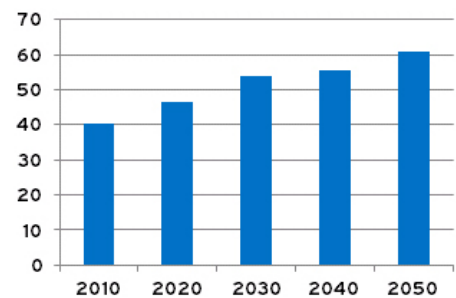
THE CENTRAL & EASTERN EUROPEAN MARKET

- Demand for private pensions, life insurance, savings and investments has grown thanks to political reform, economic growth and rising levels of personal income.
- As in Western Europe, people are also living longer, healthier lives. Life expectancy in the Czech Republic, Hungary and Poland is expected to reach 80 years by the middle of this century.
- In many countries, working-age populations are shrinking because of emigration, placing further pressure on state pensions. According to estimates from the United Nations, populations in the Czech Republic, Hungary, Poland, Slovakia and Romania will decline in the coming years.

CEE: life insurance market by premiums (2010)



CEE's rising retirement population (number of over 65s in millions)



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

FAST FACTS: CEE MARKETS

Life insurance premiums (2010)	USD 18.0 billion	
Penetration rate (2010)	Hungary: 1.6%	Czech Rep.: 1.9%
	Poland : 1.9%	Romania : 0.3%
	Slovakia : 1.4%	Turkey : 0.2%
Gross national income per capita (AEGON countries only)	USD 12,810 (Hungary)	USD 16,650 (Czech Rep.)
	USD 11,730 (Poland)	USD 8,280 (Romania)
	USD 16,590 (Slovakia)	USD 9,020 (Turkey)

FAST FACTS: AEGON CEE

Main business lines	Life insurance, savings, pensions, asset management and household
Main distribution channels	Agents, direct marketing, brokers, banks,
Chief Executive Officer	Gábor Kepecs

* Based on various external sources and company best estimates (September 2011).