

About Aegon UK

Aegon in the United Kingdom is the market leading investment platform in the country, providing a broad range of investment, retirement solutions and protection products to individuals, advisers, and employers. Aegon has designated the United Kingdom as a core market, next to the United States and the Netherlands. Aegon plans to invest in growing the customer base, improving customer retention and growing margins.



GBP 158 million
Operating result
2021



Over **2,650** employees
March 31, 2022

Fast facts Aegon UK

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| CEO | Mike Holliday-Williams |
| Distribution | Aegon UK has some of the broadest and deepest distribution networks in the market – through intermediaries (Retail, Workplace and Protection), the world’s largest building society (Nationwide) and a blue chip roster of institutional clients. It supports these clients with modern technology platforms which provide services both to the intermediaries and their underlying customers. |

- The United Kingdom is one of Aegon’s three main markets, in addition to the US and the Netherlands. Aegon has been serving customers in the UK for almost 190 years, with its history dating back to the founding of one of its predecessors, Scottish Equitable, in 1831.
- In the United Kingdom, Aegon provides solutions for retirement, workplace savings, investing, and protection. Aegon UK accesses customers through wealth advisors as well as the workplace, and holds leading positions in the retirement and savings markets in both the workplace and retail segments.
- Its products and solutions are largely sold through platforms which enable customers to manage their savings online.
- At the end of March 2022, Aegon UK managed GBP 172 billion of platform assets and had GBP 205 billion assets overall. Over the last five years, the Aegon UK has focused on transforming and scaling its platform business through organic growth and by the acquisition of Cofunds retail savings platform, and BlackRock’s large employer workplace pension business.
- Furthermore, Aegon UK has deep relationships with more than 6,500 adviser firms and 10,000 employers. Its main offices are in Edinburgh, London, Peterborough, and Witham.

Social impact

In helping improve the quality of life and wellbeing for everyone, Aegon UK plays an active role in its local communities and has various partnerships with organizations that make a social impact. Aegon UK partners, among others, with the Breakfast Club, helping to give children a free, healthy, and nutritional start of their day. In addition, Aegon has a partnership with Prince’s Trust, creating opportunities to help young people get into work.

The UK market

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|----------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|
| Life expectancy at birth (2050-2055) | 85.81 years |
| Percentage of population over 65 (2050) | 25.3% |
| Life insurance premiums ¹⁾ (in USD, 2020) | 239 billion |
| Non-life insurance premiums ¹⁾ (in USD, 2020) | 99.4 billion |
| Gross national income per capita (2019) | USD 42,130 |
| Aegon UK | * 10% market share on UK retail advised platform market * 12% market share in UK Workplace DC market (4th largest) |

Source: Fundscape.

For more information:

aegon.co.uk

aegon.com

[2021 Integrated Annual Report](#)

¹⁾ Source: Swiss Re Sigma Report “World Insurance: riding out the 2020 pandemic storm”