

A long history of serving customers in Europe

Aegon operates across eight countries in Europe. Our largest markets in the region are The Netherlands, where our history began, and the UK. We also help customers secure their financial futures in Spain and Portugal and four Central and Eastern European markets.



EUR 276 billion

Revenue-generating investments
December 31, 2018



Over **9,500** employees
December 31, 2018

The Netherlands

- Aegon was created in 1983 through the merger of AGO and Ennia, two Dutch insurance companies, although the company's roots date back to the first half of the 19th century.
- One of the most well-known companies in the Dutch financial sector, Aegon is the number 2 provider of group pensions and the number 5 in individual life in the Netherlands.
- In the Netherlands, Aegon provides a wide range of life insurance, long-term savings, pensions, mortgage and general insurance products.
- The company uses several distribution channels, including intermediary and direct channels, together with sales and account managers that serve large corporations and financial institutions.
- Aegon operates through a number of brands in the Netherlands, including Aegon Cappital and its innovative online bank Knab.
- Its offices are located in The Hague, Leeuwarden and Groningen.
- The company is the lead sponsor of the Dutch Rowing Association.

The United Kingdom

- Aegon is a leading provider of life insurance, pensions and asset management in the United Kingdom. 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.
- Aegon UK is focusing on retirement, workplace savings and protection solutions. Aegon UK's products and solutions are sold through its award-winning online platform Aegon Retirement Choices. This is an integrated solution to and through retirement, which by the end of 2018 had GBP 128 billion in assets under administration.
- Aegon UK has two main distribution channels: retail and workplace intermediaries. These are supported by Aegon UK's customer capability, which offers employees and advisor clients a market-leading portal to view and manage their money.
- Its main offices are located in Edinburgh and London.
- Aegon UK has various partnerships with organizations that make a social impact, such as the Breakfast Club (helping to give children a free, healthy and nutritional start to their day) and Prince's Trust (creating opportunities to help young people get into work). In addition, Aegon UK set up various apprenticeships, one of which allows young people in years 5 and 6 at high school to look towards learning about financial services.

Life insurance premiums (in USD, 2017)

Netherlands	15.6 billion
UK	190 billion
Hungary	1.7 billion
Poland	5.0 billion
Romania	516 million
Turkey	1.9 billion
Spain	33.2 billion
Portugal	8.1 billion
Total	256 billion
US, #1 life insurance market in the world	547 billion

Source: Swiss Re Sigma Report "World insurance in 2017"

Central & Eastern Europe



- Over the past 20 years, Aegon has steadily expanded its presence in Central & Eastern Europe (CEE). Aegon entered the CEE in 1992, acquiring the former Hungarian state-owned insurance company, Állami Biztosító.
- Aegon Hungary is still Aegon's leading business in CEE and the springboard for its further expansion in the region. In addition to Hungary, Aegon today has operations in Poland, Romania and Turkey.
- In CEE, Aegon offers a wide range of life insurance and personal protection products. In some countries, Aegon also provides pension products.
- In Hungary, Aegon is also the leading insurance company in the household market, where it provides various non-life products, including car insurance. In recent years, Aegon Hungary has introduced household insurance policies to other CEE markets, such as Poland, as part of its regional expansion.

Spain & Portugal



- Aegon has been active in Spain for over 35 years, having entered the Spanish insurance market in 1980 with the acquisition of local insurer Seguros Galicia.
- In recent years, Aegon has expanded its presence in Spain through distribution partnerships with banks. In Spain, Aegon operates through long-term partnerships with Banco Santander and Liberbank. In 2014, the partnership with Banco Santander was extended into Portugal.
- Online distribution is increasingly providing a new and necessary approach for connecting with customers in Spain & Portugal.

Penetration rate life insurance (Premiums as % of GDP; 2017)

Netherlands	1.89%
UK	7.22%
Hungary	1.22%
Poland	0.96%
Romania	0.25%
Turkey	0.22%
Spain	2.53%
Portugal	3.68%
US, #1 life insurance market in the world	2.82%

Source: Swiss Re Sigma Report "World insurance in 2017"

Underlying earnings before tax (in EUR millions)

