

## About Aegon in North America

Mainly operating under the Transamerica brand, the United States is one of Aegon’s three core markets in addition to the Netherlands and the United Kingdom. North America is also Aegon’s largest market, and more than half of the Group’s operating result is generated here. Transamerica’s dedicated professionals work to help people take the steps necessary to live better today so they can worry less about tomorrow. The company recognizes the connection between financial and physical well-being and how both are essential for *Helping people live their best lives*. Transamerica is a leading provider of life insurance, investments and retirement solutions in the U.S.



**USD 932 million\***  
Operating result  
2021



Almost **7,000 employees\***  
March 31, 2022

\* Operating result for Aegon Americas is US + Brazil.  
As of January 1, 2022, Brazil is reported as part of Aegon International.

### Fast facts

CEO	Will Fuller
Business lines	Life, long term care and supplemental health insurance, annuities, mutual funds, exchange-traded funds, employee benefits, retirement plans, individual retirement accounts, Advice Center, and stable value solutions.
Main distribution channels	Agents, advisors, direct and worksite marketing.

- The companies making up the Transamerica brand date back to the mid-19th century.
- Transamerica provides a broad range of life insurance and investment products, individual and group pension plans, as well as asset management services.
- The company uses a variety of distribution channels to help customers access its products and services in the way they prefer – from advisors and brokers to worksite and direct channels.
- The company is headquartered in Baltimore, Maryland with significant operations in Cedar Rapids, Iowa and Denver, Colorado.

### Wealth + Health

Transamerica’s commitment to Wealth + Health doesn’t end with its customers and employees. With its sponsorships, Transamerica promotes a healthy lifestyle and financial fitness in its communities. The company is a national sponsor of the American Heart Association’s Healthy For Good, Be Well platform. The American Heart Association is a voluntary health organization dedicated to being a relentless force for a world of longer, healthier lives. Transamerica shares resources, content, tools, and strategies from the American Heart Association to help financial professionals and employers better serve their audiences.

In addition, Transamerica is working with Massachusetts Institute of Technology (MIT) AgeLab, in a long-term research collaboration to design, develop and deploy innovations that have an impact on how the world’s aging population will live, work and play in the future. Transamerica also sponsors and collaborates with PGA TOUR (golf) major winners Zach Johnson and Stewart Cink, as well as LPGA star Azahara Muñoz.

The United States is the world’s largest life insurance market, accounting for more than 20% of the total global market<sup>1)</sup>.

### Fast facts US market<sup>1)</sup>

Life expectancy at birth (2050-2055)	83.76 years
Percentage of population over 65 (2050)	22.4%
Life insurance premiums (2020)	USD 633 billion
Penetration rate life (premiums as % of GDP; 2020)	3%
Gross national income per capita (2020)	USD 65,910

<sup>1)</sup> Sources: UN, Swiss Re., World Bank

A 100-year life changes every aspect of living. It creates an extensive agenda for governments that goes beyond retirement, including education, vitality, the environment and a whole range of broader social concerns. We are committed to helping society adapt to these changes.