

To help people achieve a lifetime of financial security

For more information: aegon.com
transamericalifebermuda.com

About Aegon Asia

Asia is among the world's fastest developing regions and presents significant growth opportunities for Aegon. Headquartered in Hong Kong, Aegon's regional division oversees and supports three major joint ventures in India, Japan and China, in addition to several wholly-owned subsidiaries, including TLB, with businesses in Hong Kong and Singapore that serve the high-net-worth segment.

USD 9.9 billion
 Revenue-generating investments
 December 31, 2018

Over 1,500 employees¹⁾
 December 31, 2018

¹⁾ Excluding agents

- In recent decades, Aegon has expanded its operations in Asia. Transamerica Life Bermuda (TLB) has a rich 112 years heritage and over 80 years of experience serving affluent and high-net-worth individuals across Asia providing life insurance products and services through its branches in Singapore and Hong Kong. In 2018, TLB won the International Life Insurer of the Year award for the third year in a row²⁾.
- Aegon Insights** is a specialist in insurance marketing consultancy of protection products across Asia Pacific.
- GoBear** is Asia's only independent insurance and banking comparison website. It was founded in 2015 as a joint venture between Aegon and Walvis, a Dutch venture capital fund. The company has since grown from its home market of Singapore to serving millions of users across Thailand, Malaysia, Philippines, Hong Kong, Vietnam and Indonesia.
- In China, **Aegon THTF** operates in 12 provinces and direct municipalities, including those along the prosperous eastern coast, giving the company access to a potential market of more than 650 million people. Aegon THTF is a 50/50 joint venture between Aegon and Tshinghua Tongfang, a Chinese technology company listed on the Shanghai Stock Exchange. Aegon partnered with Tsinghua Tongfang in October 2014. From 2003 to 2014, Aegon operated its joint venture in China with the China National Offshore Oil Company.
- In India, Aegon has partnered with Bennett, Coleman and Company Limited since 2007. This life insurance joint venture, in which Aegon holds a 49% stake, gives Aegon presence in the world's second most populace country with more than 1.2 billion people. In 2016, **Aegon Life** for the fourth consecutive year received the E-Business Leader Award at the Indian Insurance Awards. This award recognizes insurers that have played a vital role in using the online channel effectively for marketing, lead generation and sales.

²⁾ Asian Banking & Finance Insurance Asia Awards 2018

³⁾ December 2017

⁴⁾ Aegon's Annual Report 2017

- In 2007, Aegon established a 50/50 joint venture with Sony Life in Japan, Asia's largest market for life insurance and pensions. This joint venture, which commenced operations in December 2009, focuses on variable annuities distributed through 25³⁾ banks and Sony Life's extensive network of over 4,900 'Lifeplanners'. In 2017, Aegon Sony Life ranked third in the variable annuities market behind Dai-ichi Frontier and Nippon⁴⁾.
- Aegon Asia is investing in digital initiatives focused on providing consumers with information and educational tools on personal finance.

Fast facts: Asia pacific markets

	Life expectancy ⁶⁾ at birth (2050)	Population ⁶⁾ over 65 (2050)	Penetration ^{5,6)} rate (2017)
China	81.8 years	26.3%	2.68%
Hong Kong	89.3 years	33.9%	14.58%
India	75.0 years	13.4%	2.76%
Japan	88.6 years	36.4%	6.26%
Singapore	88.1 years	33.6%	6.64%

Economic growth in Asia, an increasing number of elderly people and a growing middle class all create significant opportunities for life insurers. These include serving the financial needs of a wealthier and older customer base in Japan and of the younger populations in India and Indonesia.

Fast facts: Aegon in Asia

Regional headquarters:	Hong Kong
Main business lines:	Life insurance, savings, pensions, asset management and accident & health
Main distribution channels:	Aegon Agents, banks, brokers, direct marketing and other intermediaries and online
Aegon Asia CEO:	Andrew Byrne

⁵⁾ Life premiums as % of GDP

⁶⁾ Sources: UN, Swiss Re

Underlying earnings before tax (in USD millions)

