

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 and China, in addition to several wholly-owned subsidiaries, including Transamerica Life (Bermuda), Ltd. (TLB), with businesses in Hong Kong, Singapore and Bermuda that serve the high-net-worth segment.



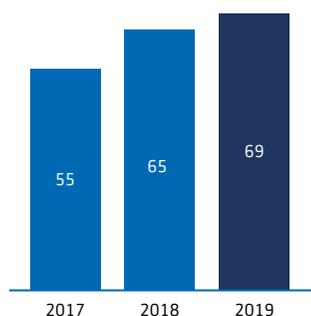
USD 8.7 billion
Revenue-generating investments
December 31, 2019



Over 1,600 employees¹⁾
December 31, 2019

¹⁾ Excluding agents

Underlying earnings before tax (in USD millions)



- In recent decades, Aegon has expanded its operations in Asia. TLB has a rich 114 years heritage and over 85 years of experience in Asia. It is dedicated to serving affluent and high-net-worth individuals across Asia and beyond by providing life insurance products and services through its branches in Singapore, Hong Kong and Bermuda. In 2019, TLB won the International Life Insurer of the Year (Hong Kong) award for the fourth year in a row²⁾.
- 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 Tsinghua 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.

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
CEO	Marco Keim

- Aegon Asia is investing in digital initiatives focused on providing consumers with information and educational tools on personal finance.

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: Asia pacific markets

	Life expectancy ⁴⁾ at birth (2050)	Population ⁴⁾ over 65 (2050)	Penetration ^{3,4)} rate (2018)
China	82.28 years	26.1%	2.30%
Hong Kong	89.22 years	34.7%	16.81%
India	75.34 years	13.8%	2.74%
Japan	88.53 years	37.7%	6.72%
Singapore	87.63 years	33.3%	6.22%

For more information:

aegon.com

transamericalifebermuda.com

²⁾ Asian Banking & Finance Insurance Asia Awards 2019

³⁾ Life premiums as % of GDP

⁴⁾ Sources: UN, Swiss Re