

FINAL TERMS

29 August 2017

Aegon N.V.

**Issue of € 500,000,000 0.000 per cent. Notes due 30 August 2018
under the US\$ 6,000,000,000 Programme for the Issuance of Debt Instruments**

PART A – CONTRACTUAL TERMS

Terms used herein shall be deemed to be defined as such for the purposes of the Conditions set forth in the Base Prospectus dated 17 May 2017 and the supplement to it dated 21 August 2017 (the **Base Prospectus**), which together with the Registration Document dated 12 October 2016 and the supplements to it dated 28 November 2016, 17 May 2017 and 21 August 2017 (the **Registration Document**) constitutes a base prospectus for the purposes of the Prospectus Directive. This document constitutes the Final Terms of the Notes described herein for the purposes of Article 5.4 of the Prospectus Directive and must be read in conjunction with the Base Prospectus and the Registration Document. Full information on the Issuer and the offer of the Notes is only available on the basis of the combination of these Final Terms, the Base Prospectus and the Registration Document. The Base Prospectus and the Registration Document are available for viewing during normal business hours at Aegon N.V., Aegonplein 50, 2591 TV The Hague, The Netherlands and www.aegon.com and copies may also be obtained from such address.

- | | | | |
|----|-----|-----------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. | (a) | Issuer: | Aegon N.V. |
| | (b) | Guarantor: | Not Applicable |
| 2. | (a) | Series Number: | 50 |
| | (b) | Tranche Number: | 1 |
| | (c) | Date on which the Notes will be consolidated and form a single Series: | Not Applicable |
| 3. | | Specified Currency or Currencies: | EUR (€) |
| 4. | | Aggregate Nominal Amount: | |
| | (a) | Series: | € 500,000,000 |
| | (b) | Tranche: | € 500,000,000 |
| 5. | | Issue Price: | 100.157 per cent. of the Aggregate Nominal Amount |
| 6. | (a) | Specified Denominations: | € 100,000 and integral multiples of € 1,000 in excess thereof up to and including € 199,000. No Notes in definitive form will be issued in a denomination above € 199,000 |
| | | <i>(in the case of Registered Notes, this means the minimum integral amount in which transfers can be made)</i> | |
| | (b) | Calculation Amount: | € 1,000 |

7.	(a)	Issue Date:	30 August 2017
	(b)	Interest Commencement Date:	30 August 2017
8.		Maturity Date:	30 August 2018
9.		Interest Basis:	0.000 per cent. Fixed Rate
10.		Redemption/Payment Basis:	Redemption at par
11.		Change of Interest Basis:	Not Applicable
12.		Put/Call Options:	Not Applicable
13.	(a)	Status of the Notes:	Senior
	(b)	Date Board approval for issuance of Notes obtained:	17 July 2017

PROVISIONS RELATING TO INTEREST (IF ANY) PAYABLE

14.		Fixed Rate Note Provisions	Applicable
	(a)	Rate(s) of Interest:	0.000 per cent. per annum payable in arrear
	(b)	Interest Payment Date(s):	Maturity Date
	(c)	Fixed Coupon Amount(s): <i>(Applicable to Notes in definitive form.)</i>	€ 0.00
	(d)	Broken Amount(s): <i>(Applicable to Notes in definitive form.)</i>	Not Applicable
	(e)	Day Count Fraction	Actual/Actual (ICMA)
	(f)	Determination Date(s):	30 August 2017
15.		Fixed Reset Note Provisions	Not Applicable
16.		Floating Rate Note Provisions:	Not Applicable
17.		Deferral of Interest on Subordinated Notes:	Not Applicable

PROVISIONS RELATING TO REDEMPTION

18.		Tax Call:	
	(a)	Redemption date or dates:	As set out in Conditions
	(b)	Early Redemption Amount (Tax):	€ 1,000 per Calculation Amount

- | | | |
|-----|------------------------------------------|--------------------------------|
| 19. | Issuer Call: | Not Applicable |
| 20. | Investor Put: | Not Applicable |
| 21. | Regulatory Call: | Not Applicable |
| 22. | Rating Call: | Not Applicable |
| 23. | Maturity Redemption Amount of each Note: | € 1,000 per Calculation Amount |
| 24. | Early Termination Amount of each Note: | € 1,000 per Calculation Amount |

GENERAL PROVISIONS APPLICABLE TO THE NOTES

- | | | |
|-----|-------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|
| 25. | Form of Notes: | |
| | (a) Form: | Temporary Global Note exchangeable for a Permanent Global Note which is exchangeable for Definitive Notes only upon an Exchange Event |
| | (b) New Global Note: | Yes |
| 26. | Relevant Financial Centre(s): | Not Applicable |
| 27. | Talons for future Coupons to be attached to Definitive Notes (and dates on which such Talons mature): | No |

RESPONSIBILITY

The Issuer accepts responsibility for the information contained in these Final Terms.

Signed on behalf of Aegon N.V.:

By:
Duly authorised

PART B – OTHER INFORMATION

1. LISTING

- | | | |
|------|-------------------------------------------------------------|--------------------------------------------------------------------------------------|
| (i) | Listing and Admission to trading | (i) Application for admission to trading has been made to: Euronext in Amsterdam |
| | | (ii) Date from which admission is expected to be effective: 30 August 2017 |
| | | (iii) Fungible instruments of the same Series admitted to trading on: Not Applicable |
| (ii) | Estimate of total expenses related to admission to trading: | € 1,900 |

2. RATINGS

- Ratings:
- The Notes to be issued are expected to be rated:
- Standard & Poor's Credit Market Services Europe Limited: A-
- Moody's Investor Services Limited: A3
- Fitch Ratings Ltd.: BBB+
- Each of Fitch Ratings Ltd., Moody's Investor Services Limited and Standard & Poor's Credit Market Services Europe Limited is established in the European Union and is registered under Regulation (EC) No. 1060/2009 (as amended) (the **CRA Regulation**)

3. INTERESTS OF NATURAL AND LEGAL PERSONS INVOLVED IN THE ISSUE

Save for any fees payable to the Managers, so far as the Issuer is aware, no person involved in the issue of the Notes has an interest material to the offer. The Managers and their affiliates have engaged, and may in the future engage, in investment banking and/or commercial banking transactions with, and may perform other services for, the Issuer and its affiliates in the ordinary course of business.

4. REASONS FOR THE OFFER, ESTIMATED NET PROCEEDS AND TOTAL EXPENSES

- | | | |
|-------|---------------------------|----------------------------|
| (i) | Reasons for the offer: | General corporate purposes |
| (ii) | Estimated net proceeds: | € 500,585,000.00 |
| (iii) | Estimated total expenses: | € 200,000 |

5. YIELD (*Fixed Rate Notes only*)

Indication of yield: -0.157 per cent.

6. OPERATIONAL INFORMATION

- (i) ISIN Code: XS1673869977
- (ii) Common Code: 167386997
- (iii) Any clearing system(s) other than Euroclear Bank SA/NV and Clearstream Banking, S.A. and Euroclear Nederland and the relevant identification number(s): Not Applicable
- (iv) Delivery: Delivery against payment
- (v) Names and addresses of additional Paying Agent(s) (if any): Not Applicable
- (vi) Deemed delivery of clearing system notices for the purposes of Condition 14: Any notice delivered to Noteholders through the clearing systems will be deemed to have been given on the second business day after the day on which it was given to Euroclear and Clearstream, Luxembourg.
- (vii) Intended to be held in a manner which would allow Eurosystem eligibility: Yes. Note that the designation "yes" simply means that the Notes are intended upon issue to be deposited with one of the ICSDs as common safekeeper and does not necessarily mean that the Notes will be recognised as eligible collateral for Eurosystem monetary policy and intra-day credit operations by the Eurosystem either upon issue or at any or all times during their life. Such recognition will depend upon the ECB being satisfied that Eurosystem eligibility criteria have been met.

7. DISTRIBUTION

- (i) Method of distribution: Syndicated
- (ii) If syndicated, names of Managers: ABN AMRO Bank N.V.
Gustav Mahlerlaan 10
1082 PP Amsterdam
The Netherlands

J.P. Morgan Securities plc
25 Bank Street
Canary Wharf
London E14 5JP
United Kingdom

- (iii) Date of Subscription Agreement: 29 August 2017
- (iv) Stabilising Manager(s) (if any): Not Applicable
- (v) If non-syndicated, name of relevant Dealer: Not Applicable
- (vi) U.S. Selling Restrictions: Reg. S Compliance Category 2; TEFRA D