

About Aegon the Netherlands

Aegon was created in 1983 through the merger of AGO and Ennia, two Dutch insurance companies. However, the company's roots go back to the first half of the 19th century. Today, the company is one of the best-known names in the Dutch financial sector, and a leading provider of life insurance and pensions. Our operations in the Netherlands also include retail banking, general insurance and mortgages.



€ 648 million

Underlying earnings before tax
2019



EUR 96 billion

Revenue-generating investments
June 30, 2020



Over **3,500** employees

June 30, 2020

- The Netherlands is one of Aegon's three main markets, in addition to the US and the UK. In the Netherlands, Aegon operates through a number of brands, such as Knab (banking), TKP Pensioen (pension administration) and Robidus (social security related services).
- Aegon the Netherlands is the second largest insurance company in the Dutch pensions market. We also own the largest pension premium institution in the country, Aegon Cappital, a low-cost provider of defined contribution pension schemes offered through intermediary advisors.
- Aegon the Netherlands uses a variety of distribution channels to help customers assess the products and services appropriate for their needs. In addition to the intermediary channel, Aegon the Netherlands has in recent years invested heavily in its direct online channel to achieve an enhanced digital self-service experience for our customers.
- Where relevant, we use technology and artificial intelligence to make customer interactions more flexible and effective. As an example, the virtual assistant on our web portal in the Netherlands offers the maximum level of convenience to customers for simple inquiries.

Financial education

In addition to our products, we also support financial education programs for individuals – especially as people are taking more personal responsibility for their finances. In the Netherlands, we partnered with the *Van Schulden naar Kansen* Foundation to administer their “From Debt to Opportunities” program, where Aegon employees volunteer as budget coaches to help customers in financial difficulty. The program works with 7,000 in-debt families across the country.

Fast facts Aegon the Netherlands

CEO	Maarten Edixhoven
Main business lines	life insurance, savings, pensions, asset management, general insurance, accident & health and retail banking
Main distribution channels	Aegon agents, banks, brokers, direct marketing, other intermediaries and online

The Dutch market¹⁾

Life insurance premiums (in USD, 2019)	14.4 billion
Non-life insurance premiums (in USD, 2019)	69.2 billion
Insurance penetration (premiums as % of GDP, 2019)	9.22% <i>NL has 11th highest penetration rate in the world</i>

¹⁾ Source: Swiss Re Sigma Report “World Insurance: riding out the 2020 pandemic storm”

For more information:

aegon.nl

aegon.com

[2019 Integrated Annual Report](#)