

## 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 operations in eight countries across Asia Pacific. Aegon operates through three major joint ventures in China, India, and Japan, in addition to the pan-Asian operations of Transamerica Life Bermuda and Aegon Insights.



**USD 9.7 billion**  
 Revenue-generating investments  
 December 31, 2017



Almost **1,500** employees<sup>1)</sup>  
 December 31, 2017

<sup>1)</sup> Excluding agents

- In recent decades, Aegon has expanded its operations in Asia. **Transamerica Life Bermuda (TLB)** has the longest history and dates back to 1933. TLB serves affluent and high-net-worth individuals across Asia providing life insurance products and services through its branches in Singapore and Hong Kong. Early 2018, TLB won the Outstanding Life Insurance Company 2017 Award for the third year running.<sup>2)</sup>
- Aegon Insights** is a leading specialist in insurance marketing consultancy of protection products across Asia Pacific. Aegon Insights began operations in 1998 in Australia. Together with a range of business partners, the company today serves mass markets in Australia, China, Indonesia, Japan, and Thailand.
- 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 600 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.
- 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 25<sup>3)</sup> banks and Sony Life's extensive network of over 4,900 'Lifeplanners'. In 2016, **Aegon Sony Life** ranked second in the variable annuities market behind Dai-ichi Frontier<sup>4)</sup>.

<sup>2)</sup> Quamnet Outstanding Enterprise Awards

<sup>3)</sup> December 2017

<sup>4)</sup> Aegon's Annual Report 2016

### Fast facts: Asia pacific markets

	Life expectancy <sup>6)</sup> at birth (2050)	Population <sup>6)</sup> over 65 (2050)	Penetration <sup>5,6)</sup> rate (2016)
Australia	87.8 years	22.0%	2.99%
China	80.5 years	23.9%	2.34%
Hong Kong	89.7 years	35.5%	16.20%
India	73.6 years	12.7%	2.72%
Japan	89.0 years	36.5%	7.15%
Singapore	88.4 years	28.9%	5.48%
Thailand	81.3 years	30.4%	3.72%
Indonesia	77.8 years	15.8%	1.64%

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

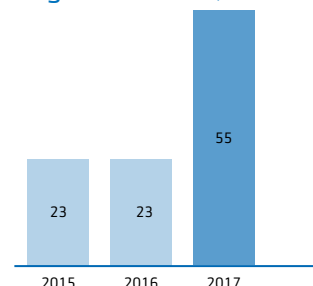
<b>Regional headquarters:</b>	Hong Kong
<b>Main business lines:</b>	Life insurance, savings, pensions, asset management and accident & health
<b>Main distribution channels:</b>	Aegon Agents, banks, brokers, direct marketing and other intermediaries and online
<b>Locations:</b>	Australia, China, Hong Kong, India, Japan, Singapore, Thailand, Indonesia
<b>Aegon Asia CEO:</b>	Andrew Byrne

<sup>5)</sup> Life premiums as % of GDP

<sup>6)</sup> Sources: UN, Swiss Re

## Financials

### Underlying earnings before tax (in USD millions)



### Sales

