

AEGON Corporate Venture Fund

Market, strategy and portfolio



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aegon.com

Aegon Group: Connecting with our customers digitally

IT systems



- Modular IT architecture
- Modernize and merge existing infrastructure
- Source new IT systems

Digital platforms

- Customer portals
- Direct-to-consumer propositions
- Digital sales tools

Digital services

- Customer guidance and advice, combining technology and remote human interaction
- Retirement outlook tools and self-service

- One client view with 
- Built new UK platform
- Single US retirement plan administration system 

knab



Retiready
from AEGON

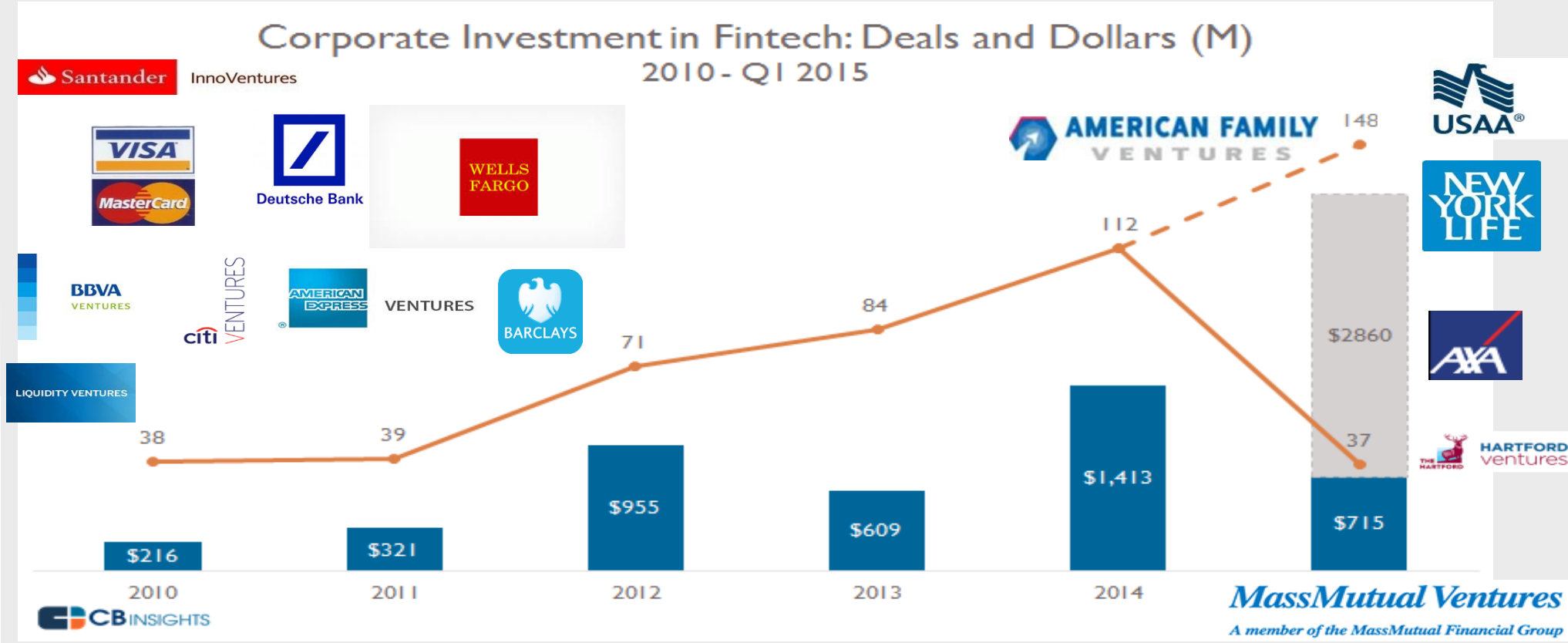
nextcapital

eyeopen.nl



Financial industry is waking up...

Corporate fintech investments increasing strongly



...and more and more insurance related start ups enter the market

Product Insurance (15 Companies)
 mobile guardian, square trade, simpleinsurance, trov, upsie, asurion

P2P Insurance (24 Companies)
 friendurance, Sharely.us, PeerSure, insPeer, inspool, geario, GUEVARA, YYY FEED COVER

Consumer Platforms (23 Companies)
 Knip, snapsheet, GIVESURANCE, LifeWater, CM, oioo

User Acquisition (28 Companies)
 IQ, readymarkets, pingleads, Insurance Brokers..., Contactability, clickquote-save, Vemm, DYL

Insurance Investors (21 Companies)
 inteliace, GLOBAL INSURANCE ACCELERATOR, AXA Seed Factory, GODSPEED GROUP, PolicyWala

Reinsurance (12 Companies)
 Analyze Re, Swiss Re, EazyRe, UNIQA, Gen Re, SCOR, convertium, Munich RE

Insurance Comparison/Marketplace (131 Companies)
 Coverfox, iMoney, CoverHound, policygenius, LEAKY, FINANZCHEF24, bidu, Goji

Insurance Technology
 Contact
info@venturescanner.com
 to see all 526 companies

Insurance Infrastructure/Backend (105 Companies)
 ClearRisk, CAPITA, EJENTA, QuanTemplate, CLAIMDOCS, calcfox, certrack, Analyze Re

Auto Insurance (76 Companies)
 TomTom, Metromile, Zbie, covisint, censio, driven

Health Insurance (62 Companies)
 oscar, pokitdok, InstaMed, GoHealth, PATIENTCO, SimplyInsured

Enterprise Insurance (49 Companies)
 InstaBenefit, benefitter, envoi, FOUNDERSHIELD, CYBERNANCE, EM

Life, Home Insurance (38 Companies)
 Bungalow, SAFEGUARD, squareone insurance, ZENEHOME, planned, DELONIA

Insurance Data (49 Companies)
 optricity, EARNIX, APIXIO, traity, ScoreData, TYCHE, InforcePRO

Venture Scanner

Current areas of interest Transamerica Ventures

Digital Frontend

Key: scalable platforms for dig. marketing

- Infrastructure for smart customer interaction and self service
- Web, mobile, social media
- Use analytics for fine-tuning instruments
- Capability of handling large amounts of requests fast and intelligent

Content + Publishing

Key: Content for target customer group

- Publishing for brand perception
- Campaign management
- Analytics for content and campaign management
- Create audience for own digital channels and e-commerce

Core market

Indicators for changes in the value chain

- Digital brokers/advisors (own solutions/partnering)
- Insurance aggregator and portals
- p2p insurance
- p2p investment platforms (consumer lending, real estate etc.)
- Block chain and digital currency

Analytics

- Focus on asset management (reporting, pricing, risk management and hedging, regulation, transparency, improved communication etc.) and customer analytics

IT applications and infrastructure

Key: drive innovation for business

- Invest in selective deals (e.g. cloud technology, middleware, security, authentication)

Existing portfolio and deal flow

Digital frontend
Key: scalable platforms for dig. marketing



Content + Publishing
Key: content for target customer group



Core market

Indicators for changes in the value chain



Analytics



IT applications and infrastructure
Key: drive innovation for business



Disclaimer

Cautionary note regarding non-IFRS measures

This document includes the following non-IFRS financial measures: underlying earnings before tax, income tax and income before tax. These non-IFRS measures are calculated by consolidating on a proportionate basis Aegon's joint ventures and associated companies. The reconciliation of these measures to the most comparable IFRS measure is provided in note 3 'Segment information' of Aegon's Condensed Consolidated Interim Financial Statements. Aegon believes that these non-IFRS measures, together with the IFRS information, provide meaningful information about the underlying operating results of Aegon's business including insight into the financial measures that senior management uses in managing the business.

Currency exchange rates

This document contains certain information about Aegon's results, financial condition and revenue generating investments presented in USD for the Americas and GBP for the United Kingdom, because those businesses operate and are managed primarily in those currencies. None of this information is a substitute for or superior to financial information about Aegon presented in EUR, which is the currency of Aegon's primary financial statements.

Forward-looking statements

The statements contained in this document that are not historical facts are forward-looking statements as defined in the US Private Securities Litigation Reform Act of 1995. The following are words that identify such forward-looking statements: aim, believe, estimate, target, intend, may, expect, anticipate, predict, project, counting on, plan, continue, want, forecast, goal, should, would, is confident, will, and similar expressions as they relate to Aegon. These statements are not guarantees of future performance and involve risks, uncertainties and assumptions that are difficult to predict. Aegon undertakes no obligation to publicly update or revise any forward-looking statements. Readers are cautioned not to place undue reliance on these forward-looking statements, which merely reflect company expectations at the time of writing. Actual results may differ materially from expectations conveyed in forward-looking statements due to changes caused by various risks and uncertainties. Such risks and uncertainties include but are not limited to the following:

- Changes in general economic conditions, particularly in the United States, the Netherlands and the United Kingdom;
- Changes in the performance of financial markets, including emerging markets, such as with regard to:
 - The frequency and severity of defaults by issuers in Aegon's fixed income investment portfolios;
 - The effects of corporate bankruptcies and/or accounting restatements on the financial markets and the resulting decline in the value of equity and debt securities Aegon holds; and
 - The effects of declining creditworthiness of certain private sector securities and the resulting decline in the value of sovereign exposure that Aegon holds;
- Changes in the performance of Aegon's investment portfolio and decline in ratings of Aegon's counterparties;
- Consequences of a potential (partial) break-up of the euro or the potential exit of the United Kingdom from the European Union;
- The frequency and severity of insured loss events;
- Changes affecting longevity, mortality, morbidity, persistence and other factors that may impact the profitability of Aegon's insurance products;
- Reinsurers to whom Aegon has ceded significant underwriting risks may fail to meet their obligations;
- Changes affecting interest rate levels and continuing low or rapidly changing interest rate levels;
- Changes affecting currency exchange rates, in particular the EUR/USD and EUR/GBP exchange rates;
- Changes in the availability of, and costs associated with, liquidity sources such as bank and capital markets funding, as well as conditions in the credit markets in general such as changes in borrower and counterparty creditworthiness;
- Increasing levels of competition in the United States, the Netherlands, the United Kingdom and emerging markets;
- Changes in laws and regulations, particularly those affecting Aegon's operations' ability to hire and retain key personnel, the products Aegon sells, and the attractiveness of certain products to its consumers;
- Regulatory changes relating to the pensions, investment, and insurance industries in the jurisdictions in which Aegon operates;
- Standard setting initiatives of supranational standard setting bodies such as the Financial Stability Board and the International Association of Insurance Supervisors or changes to such standards that may have an impact on regional (such as EU), national or US federal or state level financial regulation or the application thereof to Aegon, including the designation of Aegon by the Financial Stability Board as a Global Systemically Important Insurer (G-SII).
- Changes in customer behavior and public opinion in general related to, among other things, the type of products also Aegon sells, including legal, regulatory or commercial necessity to meet changing customer expectations;
- Acts of God, acts of terrorism, acts of war and pandemics;
- Changes in the policies of central banks and/or governments;
- Lowering of one or more of Aegon's debt ratings issued by recognized rating organizations and the adverse impact such action may have on Aegon's ability to raise capital and on its liquidity and financial condition;
- Lowering of one or more of insurer financial strength ratings of Aegon's insurance subsidiaries and the adverse impact such action may have on the premium writings, policy retention, profitability and liquidity of its insurance subsidiaries;
- The effect of the European Union's Solvency II requirements and other regulations in other jurisdictions affecting the capital Aegon is required to maintain;
- Litigation or regulatory action that could require Aegon to pay significant damages or change the way Aegon does business;
- As Aegon's operations support complex transactions and are highly dependent on the proper functioning of information technology, a computer system failure or security breach may disrupt Aegon's business, damage its reputation and adversely affect its results of operations, financial condition and cash flows;
- Customer responsiveness to both new products and distribution channels;
- Competitive, legal, regulatory, or tax changes that affect profitability, the distribution cost of or demand for Aegon's products;
- Changes in accounting regulations and policies or a change by Aegon in applying such regulations and policies, voluntarily or otherwise, which may affect Aegon's reported results and shareholders' equity;
- The impact of acquisitions and divestitures, restructurings, product withdrawals and other unusual items, including Aegon's ability to integrate acquisitions and to obtain the anticipated results and synergies from acquisitions;
- Catastrophic events, either manmade or by nature, could result in material losses and significantly interrupt Aegon's business; and
- Aegon's failure to achieve anticipated levels of earnings or operational efficiencies as well as other cost saving and excess capital and leverage ratio management initiatives.

Further details of potential risks and uncertainties affecting Aegon are described in its filings with the Netherlands Authority for the Financial Markets and the US Securities and Exchange Commission, including the Annual Report. These forward-looking statements speak only as of the date of this document. Except as required by any applicable law or regulation, Aegon expressly disclaims any obligation or undertaking to release publicly any updates or revisions to any forward-looking statements contained herein to reflect any change in Aegon's expectations with regard thereto or any change in events, conditions or circumstances on which any such statement is based.