The sharp end of corporate innovation

Marc van Weede
Head of Corporate Development
Aegon Asset Management

Helping people achieve a lifetime of financial security
Customer relationships that span decades

Aegon at a glance - a global financial services company

- Present in over 20 countries
- 29 million customers
- €800 billion revenue-generating investments
- €54 billion paid out in claims and benefits
- Over 26,000 employees
Purpose and vision drive our strategy

Purpose

Helping people achieve a lifetime of financial security

Vision

- Financially secure and healthy lives
- Secure retirement and healthy aging in society
- Cleaner and healthier environment
Three key trends are shaping our environment

- Increased financial uncertainty
- Retreating governments and corporations
- Customers demand speed and ease of use
The digital revolution is changing our industry

- Digital marketing/engagement
- Lifestyle-based propositions
- Robo-advice
- Automation
- Blockchain
- Distributed investment research
- Alternative assets
- Dynamic pricing
- Claims management
- Tech-enabled loss prevention
- AI

Enablers

Investments

Core processes
Our core - satellite - universe approach to change
Staying ahead of the curve
Satellites – innovation initiatives at a distance
Venturing into the fintech universe

Our Transamerica Ventures’ portfolio

auxmoney  |  nextcapital  |  DIGITAL CURRENCY GROUP  |  ACKO  |  NIVAURA

everplans  |  Limelight Health  |  smartasset™  |  policygenius  |  Coverfox

hixme  |  fairr.de  |  CipherCloud  |  H₂O.ai  |  QuotTemplate

iBeat  |  INVEST FORWARD  |  Genus AI
Helping people prepare beyond their lifetime

Customer engagement example

- Easy to use digital vault for estate planning

- Making it simple for loved ones to manage users’ estates

- Building relationships with users, their next-of-kin and financial advisers
Supporting our customer base with robo-advice

Advice and guidance example

• Financial planning requires expert knowledge

• NextCapital’s robo-advisor supports financial planning execution in our Transamerica Advice Center

• Integrating personal telephone-based and robo-advice
Investing in core tools

Machine learning technology example

• Machine learning is key capability across the insurance value chain

• H2O.ai’s open source tools are an emerging industry standard

• Software is being applied in multiple Aegon use cases

H2O.ai
Matching fintechs with our business needs

Investing in innovation

~ 80-100 commercial introductions per annum

~ 10 commercial partnerships per annum

~ 5 investments per annum
Competing – Cooperating – Converging

A look into the future

Tech giants
Incumbents
Fintechs
Competing – Cooperating – Converging
A look into the future
Thank you

For more information, please contact: ventures@transamerica.com