

The information included in the following sheets of this Excel file forms an integral part of the AEGON press release on the Q2 results 2010 as published on August 12, 2010.

Cautionary note regarding non-GAAP measures

This press release includes certain non-GAAP financial measures: underlying earnings before tax and value of new business. The reconciliation of underlying earnings before tax to the most comparable IFRS measure is provided in Note 3 "Segment information" of our Condensed consolidated interim financial statements. Value of new business is not based on IFRS, which are used to report AEGON's quarterly statements and should not be viewed as a substitute for IFRS financial measures. AEGON believes that these non-GAAP measures, together with the IFRS information, provide a meaningful measure for the investment community to evaluate AEGON's business relative to the businesses of our peers.

Local currencies and constant currency exchange rates

This press release contains certain information about our results and financial condition in USD for the Americas and GBP for the United Kingdom, because those businesses operate and are managed primarily in those currencies. Certain comparative information presented on a constant currency basis eliminates the effects of changes in currency exchange rates. None of this information is a substitute for or superior to financial information about us presented in EUR, which is the currency of our primary financial statements.

Forward-looking statements

The statements contained in this press release 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 our company. These statements are not guarantees of future performance and involve risks, uncertainties and assumptions that are difficult to predict. We undertake 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:

- o Changes in general economic conditions, particularly in the United States, the Netherlands and the United Kingdom;
- o Changes in the performance of financial markets, including emerging markets, such as with regard to:
 - The frequency and severity of defaults by issuers in our fixed income investment portfolios; and
 - 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 we hold;
- o The frequency and severity of insured loss events;
- o Changes affecting mortality, morbidity and other factors that may impact the profitability of our insurance products;
- o Changes affecting interest rate levels and continuing low or rapidly changing interest rate levels;
- o Changes affecting currency exchange rates, in particular the EUR/USD and EUR/GBP exchange rates;
- o Increasing levels of competition in the United States, the Netherlands, the United Kingdom and emerging markets;
- o Changes in laws and regulations, particularly those affecting our operations, the products we sell, and the attractiveness of certain products to our consumers;
- o Regulatory changes relating to the insurance industry in the jurisdictions in which we operate;
- o Acts of God, acts of terrorism, acts of war and pandemics;
- o Effects of deliberations of the European Commission regarding the aid we received from the Dutch State in December 2008;
- o Changes in the policies of central banks and/or governments;
- o Lowering of one or more of our debt ratings issued by recognized rating organizations and the adverse impact such action may have on our ability to raise capital and on our liquidity and financial condition;
- o Lowering of one or more of insurer financial strength ratings of our insurance subsidiaries and the adverse impact such action may have on premium writings, policy retention, profitability of its insurance subsidiaries and liquidity;
- o The effect of the European Union's Solvency II requirements and other regulations in other jurisdictions affecting the capital we are required to maintain;
- o Litigation or regulatory action that could require us to pay significant damages or change the way we do business;
- o Customer responsiveness to both new products and distribution channels;
- o Competitive, legal, regulatory, or tax changes that affect the distribution cost of or demand for our products;
- o The impact of acquisitions and divestitures, restructurings, product withdrawals and other unusual items, including our ability to integrate acquisitions and to obtain the anticipated results and synergies from acquisitions;
- o Our failure to achieve anticipated levels of earnings or operational efficiencies as well as other cost saving initiatives; and
- o The impact our adoption of the International Financial Reporting Standards may have on our reported financial results and financial condition.

Further details of potential risks and uncertainties affecting the company are described in the company's filings with Euronext Amsterdam and the US Securities and Exchange Commission, including the Annual Report on Form 20-F. These forward-looking statements speak only as of the date of this document. Except as required by any applicable law or regulation, the company 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 the company's expectations with regard thereto or any change in events, conditions or circumstances on which any such statement is based.

KEY PERFORMANCE INDICATORS

<i>amounts in EUR millions</i> ^{b)}	Notes	Q2 2010	Q1 2010	%	Q2 2009	%	YTD 2010	YTD 2009	%
Underlying earnings before tax	1	522	488	7	415	26	1,010	317	-
Net income	2	413	372	11	(161)	-	785	(334)	-
New life sales	3	590	538	10	484	22	1,128	1,051	7
Gross deposits excluding run-off businesses	4	7,584	7,775	(2)	6,523	16	15,359	14,055	9
Value of new business (VNB)		148	146	1	181	(18)	294	382	(23)
Return on equity	5	9.7%	10.1%	(4)	9.4%	3	9.6%	2.1%	-

FINANCIAL OVERVIEW

EUR millions	Q2 2010	Q1 2010	%	Q2 2009	%	YTD 2010	YTD 2009	%
Underlying earnings before tax								
Americas	437	379	15	289	51	816	143	-
The Netherlands	97	104	(7)	129	(25)	201	201	-
United Kingdom	22	28	(21)	20	10	50	28	79
New markets	40	46	(13)	49	(18)	86	80	8
Holding and other	(74)	(69)	(7)	(72)	(3)	(143)	(135)	(6)
Underlying earnings before tax	522	488	7	415	26	1,010	317	-
Fair value items	3	(16)	-	(17)	-	(13)	(184)	93
Realized gains / (losses) on investments	148	126	17	21	-	274	165	66
Impairment charges	(77)	(150)	49	(394)	80	(227)	(779)	71
Other income / (charges)	(60)	23	-	(352)	83	(37)	(376)	90
Run-off businesses	(49)	(60)	18	(9)	-	(109)	68	-
Income before tax	487	411	18	(336)	-	898	(789)	-
Income tax	(74)	(39)	(90)	175	-	(113)	455	-
Net income	413	372	11	(161)	-	785	(334)	-
Net income / (loss) attributable to:								
Equity holders of AEGON N.V.	413	371	11	(161)	-	784	(334)	-
Minority interest	-	1	-	-	-	1	-	-
Net underlying earnings	390	381	2	331	18	771	267	189
Commissions and expenses	1,375	1,586	(13)	1,515	(9)	2,961	3,150	(6)
of which operating expenses	841	812	4	820	3	1,653	1,667	(1)
New life sales								
Life single premiums	1,923	1,930	-	1,397	38	3,853	3,371	14
Life recurring premiums annualized	398	345	15	345	15	743	715	4
Total recurring plus 1/10 single	590	538	10	484	22	1,128	1,051	7
New life sales								
Americas	167	145	15	136	23	312	278	12
The Netherlands	41	62	(34)	32	28	103	94	10
United Kingdom	308	265	16	239	29	573	518	11
New markets	74	66	12	77	(4)	140	161	(13)
Total recurring plus 1/10 single	590	538	10	484	22	1,128	1,051	7
New premium production accident and health insurance	148	148	-	146	1	296	310	(5)
New premium production general insurance	15	14	7	11	36	29	23	26
Gross deposits (on and off balance)								
Americas	5,154	5,403	(5)	4,710	9	10,557	10,646	(1)
The Netherlands	624	743	(16)	720	(13)	1,367	1,182	16
United Kingdom	19	36	(47)	61	(69)	55	113	(51)
New markets	1,787	1,593	12	1,032	73	3,380	2,114	60
Total gross deposits excluding run-off businesses	7,584	7,775	(2)	6,523	16	15,359	14,055	9
Run-off businesses	-	-	-	209	-	-	883	-
Total gross deposits	7,584	7,775	(2)	6,732	13	15,359	14,938	3
Net deposits (on and off balance)								
Americas	746	524	42	827	(10)	1,270	2,831	(55)
The Netherlands	55	67	(18)	170	(68)	122	225	(46)
United Kingdom	10	29	(66)	52	(81)	39	101	(61)
New markets	187	121	55	(171)	-	308	(485)	-
Total net deposits excluding run-off businesses	998	741	35	878	14	1,739	2,672	(35)
Run-off businesses	(1,837)	(2,199)	16	(1,372)	(34)	(4,036)	(4,326)	7
Total net deposits	(839)	(1,458)	42	(494)	(70)	(2,297)	(1,654)	(39)

REVENUE GENERATING INVESTMENTS

	June 30, 2010	Mar. 31, 2010	%
Revenue generating investments (total)	408,589	387,912	5
Investments general account	151,394	142,254	6
Investments for account of policyholders	139,717	135,385	3
Off balance sheet investments third parties	117,478	110,273	7

FINANCIAL OVERVIEW, Q2 2010 GEOGRAPHICALLY

EUR millions	Americas	The Netherlands	United Kingdom	New Markets	Holding, other activities & eliminations	Total
Underlying earnings before tax by line of business						
Life	197	42	17	20	-	276
Individual savings and retirement products	139	-	-	(5)	-	134
Pensions	75	29	7	4	-	115
Life reinsurance	26	-	-	-	-	26
Non-life	-	19	-	1	-	20
Distribution	-	6	(2)	-	-	4
Asset Management	-	-	-	12	-	12
Other	-	-	-	-	(74)	(74)
Share in underlying earnings before tax of associates	-	1	-	8	-	9
Underlying earnings before tax	437	97	22	40	(74)	522
Fair value items	(33)	68	(14)	(4)	(14)	3
Realized gains / (losses) on investments	17	23	3	8	97	148
Impairment charges	(61)	(6)	(1)	(9)	-	(77)
Other income / (charges)	(105)	33	23	(11)	-	(60)
Run-off businesses	(49)	-	-	-	-	(49)
Income before tax	206	215	33	24	9	487
Income tax	(7)	(45)	(6)	(9)	(7)	(74)
Net income	199	170	27	15	2	413
Net underlying earnings	323	57	36	30	(56)	390

EMPLOYEE NUMBERS

	June 30, 2010	Mar. 31, 2010
Employees excluding agents	25,127	25,204
Agents	3,011	3,044
Total number of employees excluding Associates	28,138	28,248
AEGON's share of employees (including agents) in Associates	3,320	2,854
Total	31,458	31,102

FINANCIAL OVERVIEW, 2010 YEAR-TO-DATE GEOGRAPHICALLY

EUR millions	Americas	The Netherlands	United Kingdom	New Markets	Holding, other activities & eliminations	Total
Underlying earnings before tax by line of business						
Life	345	81	38	41	-	505
Individual savings and retirement products	277	-	-	(11)	-	266
Pensions	137	76	16	8	-	237
Life reinsurance	56	-	-	-	-	56
Non-life	-	26	-	9	-	35
Distribution	-	17	(4)	-	-	13
Asset Management	-	-	-	19	-	19
Other	-	-	-	-	(143)	(143)
Associates	1	1	-	20	-	22
Underlying earnings before tax	816	201	50	86	(143)	1,010
Fair value items	(119)	159	(11)	(1)	(41)	(13)
Realized gains / (losses) on investments	41	119	6	11	97	274
Impairment charges	(200)	(7)	(9)	(11)	-	(227)
Other income / (charges)	(105)	33	46	(11)	-	(37)
Run-off businesses	(109)	-	-	-	-	(109)
Income before tax	324	505	82	74	(87)	898
Income tax	32	(112)	(32)	(22)	21	(113)
Net income	356	393	50	52	(66)	785
Net underlying earnings	618	134	61	62	(104)	771

AMERICAS

USD millions	Notes	Q2 2010	Q1 2010	%	Q2 2009	%	YTD 2010	YTD 2009	%
Underlying earnings before tax by line of business									
Life and protection		241	194	24	224	8	435	422	3
<i>Fixed annuities</i>		125	121	3	68	84	246	140	76
<i>Variable annuities</i>		50	69	(28)	34	47	119	(455)	-
<i>Retail mutual funds</i>		-	-	-	(6)	-	-	(10)	-
Individual savings and retirement products		175	190	(8)	96	82	365	(325)	-
Employer solutions & pensions		95	86	10	59	61	181	106	71
Life reinsurance		33	42	(21)	17	94	75	(13)	-
Canada		15	11	36	(15)	-	26	6	-
Latin America		1	1	-	-	-	2	(4)	-
Underlying earnings before tax		560	524	7	381	47	1,084	192	-
Fair value items		(39)	(120)	68	233	-	(159)	232	-
Realized gains / (losses) on investments		21	33	(36)	3	-	54	(1)	-
Impairment charges		(73)	(191)	62	(449)	84	(264)	(819)	68
Other income / (charges)		(140)	-	-	-	-	(140)	1	-
Run- off businesses		(62)	(83)	25	(10)	-	(145)	90	-
Income before tax		267	163	64	158	69	430	(305)	-
Income tax		(12)	54	-	214	-	42	504	(92)
Net income		255	217	18	372	(31)	472	199	137
Net income / (loss) attributable to:									
Equity holders of AEGON N.V.		255	217	18	372	(31)	472	199	137
Net underlying earnings		412	408	1	307	34	820	186	-
Commissions and expenses		961	1,355	(29)	1,271	(24)	2,316	2,596	(11)
of which operating expenses		484	501	(3)	580	(17)	985	1,145	(14)
New life sales									
Life single premiums		279	194	44	138	102	473	229	107
Life recurring premiums annualized		184	183	1	173	6	367	349	5
Total recurring plus 1/10 single		212	202	5	187	13	414	372	11
Life & protection		134	121	11	117	15	255	224	14
Employer solutions & pensions		4	9	(56)	8	(50)	13	18	(28)
Life reinsurance		46	47	(2)	47	(2)	93	99	(6)
Canada		16	15	7	13	23	31	25	24
Latin America		12	10	20	2	-	22	6	-
Total recurring plus 1/10 single		212	202	5	187	13	414	372	11
New premium production accident and health insurance		180	184	(2)	193	(7)	364	396	(8)
Gross deposits (on and off balance) by line of business									
Life & protection		3	3		2	50	6	5	
<i>Fixed annuities</i>		124	185	(33)	1,288	(90)	309	3,402	(91)
<i>Variable annuities</i>		1,028	809	27	1,018	1	1,837	1,726	6
<i>Retail mutual funds</i>		957	976	(2)	513	87	1,933	819	136
Individual savings & retirement products		2,109	1,970	(17)	2,819	(25)	4,079	5,947	17
Employer solutions & pensions		4,311	5,217	(17)	3,600	20	9,528	8,114	17
Life reinsurance		1	1	-	1	-	2	1	100
Canada		118	286	(59)	59	100	404	144	181
Total gross deposits excluding run-off businesses		6,542	7,477	(13)	6,481	1	14,019	14,211	(1)
Run- off businesses		-	-	-	302	-	-	1,179	-
Total gross deposits		6,542	7,477	(13)	6,783	(4)	14,019	15,390	(9)
Net deposits (on and off balance) by line of business									
Life & protection		(12)	(15)		(13)	8	(27)	(34)	
<i>Fixed annuities</i>		(653)	(543)	(20)	389	-	(1,196)	1,464	-
<i>Variable annuities</i>		217	(23)	-	397	(45)	194	395	(51)
<i>Retail mutual funds</i>		357	418	(15)	107	-	775	(144)	-
Individual savings & retirement products		(79)	(148)		893	-	(227)	1,715	
Employer solutions & pensions		1,264	1,386	(9)	375	-	2,650	2,253	18
Life reinsurance		(15)	(15)	-	(18)	17	(30)	(38)	21
Canada		(197)	(482)	59	(69)	(186)	(679)	(118)	-
Total net deposits excluding run-off businesses		961	726	32	1,168	(18)	1,687	3,778	(55)
Run-off businesses		(2,317)	(3,043)		(1,927)	(20)	(5,360)	(5,774)	
Total net deposits		(1,356)	(2,317)	41	(759)	(79)	(3,673)	(1,996)	(84)

REVENUE GENERATING INVESTMENTS

	June 30, 2010	Mar. 31, 2010	%
Revenue generating investments (total)	301,630	305,832	<i>(1)</i>
Investments general account	126,348	125,186	<i>1</i>
Investments for account of policyholders	69,401	73,214	<i>(5)</i>
Off balance sheet investments third parties	105,881	107,432	<i>(1)</i>

For the amounts in euro see the Financial Supplement.

THE NETHERLANDS

EUR millions	Notes	Q2 2010	Q1 2010	%	Q2 2009	%	YTD 2010	YTD 2009	%
Underlying earnings before tax by line of business									
Life and Savings		42	39	8	58	(28)	81	93	(13)
Pensions		29	47	(38)	57	(49)	76	83	(8)
Non life		19	7	171	11	73	26	13	100
Distribution		6	11	(45)	3	100	17	12	42
Share in underlying earnings before tax of associates		1	-	-	-	-	1	-	-
Underlying earnings before tax		97	104	(7)	129	(25)	201	201	-
Fair value items		68	91	(25)	(80)	-	159	(298)	-
Realized gains / (losses) on investments		23	96	(76)	(15)	-	119	123	(3)
Impairment charges		(6)	(1)	-	(28)	79	(7)	(106)	93
Other income / (charges)		33	-	-	-	-	33	-	-
Income before tax		215	290	(26)	6	-	505	(80)	-
Income tax		(45)	(67)	33	(2)	-	(112)	43	-
Net income		170	223	(24)	4	-	393	(37)	-
Net income / (loss) attributable to:									
Equity holders of AEGON N.V.		170	223	(24)	4	-	393	(37)	-
Net underlying earnings		57	77	(26)	93	(39)	134	148	(9)
Commissions and expenses		263	264	-	274	(4)	527	581	(9)
of which operating expenses		182	182	-	192	(5)	364	409	(11)
New life sales									
Life single premiums		241	397	(39)	145	66	638	536	19
Life recurring premiums annualized		18	22	(18)	17	6	40	40	-
Total recurring plus 1/10 single		41	62	(34)	32	28	103	94	10
Life and Savings		21	27	(22)	19	11	48	42	14
Pensions		20	35	(43)	13	54	55	52	6
Total recurring plus 1/10 single		41	62	(34)	32	28	103	94	10
New premium production accident and health insurance		4	11	(64)	3	33	15	10	50
New premium production general insurance		6	8	(25)	6	-	14	13	8
Gross deposits (on and off balance) by line of business									
Life and Savings		534	683	(22)	587	(9)	1,217	1,037	17
Pensions		90	60	50	133	(32)	150	145	3
Total gross deposits		624	743	(16)	720	(13)	1,367	1,182	16
Net deposits (on and off balance) by line of business									
Life and Savings		50	82	(39)	43	16	132	(24)	-
Pensions		5	(15)	-	127	(96)	(10)	249	-
Total net deposits		55	67	(18)	170	(68)	122	225	(46)

REVENUE GENERATING INVESTMENTS

	June 30, 2010	Mar. 31, 2010	%
Revenue generating investments (total)	69,091	70,867	(3)
Investments general account	35,203	36,294	(3)
Investments for account of policyholders	23,605	23,665	-
Off balance sheet investments third parties	10,283	10,908	(6)

UNITED KINGDOM

GBP millions	Notes	Q2 2010	Q1 2010	%	Q2 2009	%	YTD 2010	YTD 2009	%
Underlying earnings before tax by line of business									
Life		15	18	(17)	11	36	33	18	83
Pensions		5	9	(44)	7	(29)	14	12	17
Distribution		(2)	(2)	-	(2)	-	(4)	(5)	20
Underlying earnings before tax		18	25	(28)	16	13	43	25	72
Fair value items		(11)	2	-	13	-	(9)	14	-
Realized gains / (losses) on investments		3	2	50	13	(77)	5	19	(74)
Impairment charges		(1)	(7)	86	(30)	97	(8)	(43)	81
Other income / (charges)	7	19	21	(10)	30	(37)	40	8	-
Income before tax		28	43	(35)	42	(33)	71	23	-
Income tax attributable to policyholder return		(19)	(21)	10	(29)	34	(40)	(7)	-
Income before income tax on shareholders return		9	22	(59)	13	(31)	31	16	94
Income tax on shareholders return		15	(2)	-	4	-	13	9	44
Net income		24	20	20	17	41	44	25	76
Net income / (loss) attributable to:									
Equity holders of AEGON N.V.		24	20	20	17	41	44	25	76
Net underlying earnings		31	22	41	21	48	53	32	66
Commissions and expenses		181	170	6	169	7	351	322	9
of which operating expenses		95	95	-	101	(6)	190	197	(4)
New life sales	8								
Life single premiums		1,050	1,139	(8)	879	19	2,189	2,078	5
Life recurring premiums annualized		158	121	31	122	30	279	255	9
Total recurring plus 1/10 single		263	235	12	210	25	498	463	8
Life		23	26	(12)	41	(44)	49	112	(56)
Pensions		240	209	15	169	42	449	351	28
Total recurring plus 1/10 single		263	235	12	210	25	498	463	8
Gross deposits (on and off balance) by line of business									
Variable annuities		16	32	(50)	54	(70)	48	101	(52)
Total gross deposits		16	32	(50)	54	(70)	48	101	(52)
Net deposits (on and off balance) by line of business									
Variable annuities		9	25	(64)	45	(80)	34	90	(62)
Total net deposits		9	25	(64)	45	(80)	34	90	(62)

REVENUE GENERATING INVESTMENTS

	June 30, 2010	Mar. 31, 2010	%
Revenue generating investments (total)	51,738	53,572	(3)
Investments general account	7,856	7,498	5
Investments for account of policyholders	43,882	46,074	(5)

For the amounts in euro see the Financial Supplement.

NEW MARKETS

EUR millions	Notes	Q2 2010	Q1 2010	%	Q2 2009	%	YTD 2010	YTD 2009	%
Underlying earnings before tax									
Central Eastern Europe		19	27	(30)	29	(34)	46	55	(16)
Asia		(11)	(6)	(83)	2	-	(17)	(6)	(183)
Spain & France		19	20	(5)	18	6	39	32	22
Variable Annuities Europe		1	(2)	-	-	-	(1)	(1)	-
AEGON Asset Management		12	7	71	-	-	19	-	-
Underlying earnings before tax		40	46	(13)	49	(18)	86	80	8
Fair value items		(4)	3	-	4	-	(1)	7	-
Realized gains / (losses) on investments		8	3	167	1	-	11	3	-
Impairment charges		(9)	(2)	-	(1)	-	(11)	(5)	(120)
Other income / (charges)		(11)	-	-	(385)	97	(11)	(385)	97
Income before tax		24	50	(52)	(332)	-	74	(300)	-
Income tax		(9)	(13)	31	(11)	18	(22)	(35)	37
Net income		15	37	(59)	(343)	-	52	(335)	-
Net income / (loss) attributable to:									
Equity holders of AEGON N.V.		15	36	(58)	(343)	-	51	(335)	-
Minority Interest		-	1	-	-	-	1	-	-
Net underlying earnings		30	32	(6)	38	(21)	62	45	38
Commissions and expenses		169	175	(3)	85	99	344	196	76
of which operating expenses		127	133	(5)	51	149	260	110	136
New life sales									
Life single premiums		234	108	117	142	65	342	334	2
Life recurring premiums annualized		51	55	(7)	63	(19)	106	128	(17)
Total recurring plus 1/10 single		74	66	12	77	(4)	140	161	(13)
Life		66	53	25	48	38	119	98	21
Associates		8	13	(38)	29	(72)	21	63	(67)
Total recurring plus 1/10 single		74	66	12	77	(4)	140	161	(13)
Central Eastern Europe		24	19	26	18	33	43	33	30
Asia		9	10	(10)	6	50	19	20	(5)
Spain & France		41	37	11	53	(23)	78	108	(28)
Total recurring plus 1/10 single		74	66	12	77	(4)	140	161	(13)
New premium production accident and health insurance		4	4	-	1	-	8	3	107
New premium production general insurance		9	6	50	5	80	15	10	50
Gross deposits (on and off balance)									
Central Eastern Europe		249	226	10	189	32	475	368	29
Asia		10	25	(60)	-	-	35	4	-
Spain & France		12	44	(73)	11	9	56	19	195
Variable Annuities Europe		175	188	(7)	180	(3)	363	326	11
AEGON Asset Management		1,341	1,110	21	652	106	2,451	1,397	75
Total gross deposits		1,787	1,593	12	1,032	73	3,380	2,114	60
Net deposits (on and off balance)									
Central Eastern Europe		149	69	116	112	33	218	206	6
Asia		9	25	(64)	1	-	34	2	-
Spain & France		4	25	(84)	(3)	-	29	(12)	-
Variable Annuities Europe		47	79	(41)	52	(10)	126	95	33
AEGON Asset Management		(22)	(77)	71	(333)	93	(99)	(776)	87
Total net deposits		187	121	55	(171)	-	308	(485)	-

REVENUE GENERATING INVESTMENTS

	June 30, 2010	Mar. 31, 2010	%
Revenue generating investments (total)	29,692	28,233	5
Investments general account	2,900	2,941	(1)
Investments for account of policyholders	5,882	5,629	4
Off balance sheet investments third parties	20,910	19,663	6

VALUE OF NEW BUSINESS AND IRR

EUR millions, after tax	VNB		VNB			VNB		VNB
	Q2 2010	Q1 2010	%	Q2 2009	%	YTD 2010	YTD 2009	%
Americas	62	52	19	66	(6)	114	145	(21)
The Netherlands	30	49	(39)	36	(17)	80	67	19
United Kingdom	24	14	71	45	(47)	37	103	(64)
New Markets	32	31	3	34	(6)	63	68	(7)
Total	148	146	1	181	(18)	294	382	(23)

EUR millions, after tax	IRR %		IRR%
	Q2 2010	Q1 2010	Q2 2009
Americas	12.9	12.6	11.1
The Netherlands	17.0	19.2	29.5
United Kingdom	11.9	10.7	13.8
New Markets	35.3	34.2	39.5
Total	18.4	19.3	21.9

MODELED NEW BUSINESS, APE AND DEPOSITS

EUR millions	Notes	Premium business APE					Premium business APE		
		Q2 2010	Q1 2010	%	Q2 2009	%	YTD 2010	YTD 2009	%
Americas	9	266	245	9	245	9	511	511	-
The Netherlands		58	93	(38)	44	32	150	122	23
United Kingdom		303	265	14	179	69	569	403	41
New Markets		97	80	21	186	(48)	177	388	(54)
Total		724	683	6	654	11	1,408	1,423	(1)

EUR millions	Q2 2010	Q1 2010	Deposit business Deposits			Deposit business Deposits		
			%	Q2 2009	%	YTD 2010	YTD 2009	%
Americas	4,325	3,926	10	5,112	(15)	8,250	10,364	(20)
United Kingdom	17	34	(50)	-	-	51	-	-
New Markets	303	307	(1)	186	63	610	322	89
Total	4,645	4,267	9	5,298	(12)	8,911	10,687	(17)

VNB/PVNB SUMMARY

EUR millions	Notes	Premium business				Premium business			
		VNB	PVNB	VNB / PVNB	VNB / APE	VNB	PVNB	VNB / PVNB	VNB / APE
Americas	10	36	1,198	3.0	13.6	64	2,240	2.8	12.5
The Netherlands		30	383	7.9	52.5	80	1,092	7.3	52.9
United Kingdom		24	2,197	1.1	7.8	37	3,921	1.0	6.6
New Markets		26	801	3.3	27.1	49	1,390	3.5	27.5
Total		116	4,579	2.5	16.1	229	8,643	2.7	16.3

EUR millions	Notes	Deposit business				Deposit business			
		VNB	PVNB	VNB / PVNB	VNB / Deposits	VNB	PVNB	VNB / PVNB	VNB / Deposits
Americas	10	26	6,189	0.4	0.6	50	11,742	0.4	0.6
United Kingdom		(0)	17	(0.3)	(0.3)	(0)	51	(0.6)	(0.6)
New Markets		6	445	1.2	1.8	15	948	1.5	2.4
Total		31	6,650	0.5	0.7	64	12,741	0.5	0.7

Notes:

- 1) For a definition of underlying earnings and the reconciliation from underlying earnings to income before tax we refer to Note 3 "Segment information" of our Condensed consolidated interim financial statements.
 - 2) Net income refers to net income attributable to equity holders of AEGON N.V. and minority interest.
 - 3) New life sales is defined as new recurring premiums + 1/10 of single premiums.
 - 4) Deposits on and off balance sheet. Run-off businesses includes results of business units where management has decided to exit the market and to run-off the existing block of business.
 - 5) Return on equity is calculated by dividing the net underlying earnings after cost of leverage by the average shareholders' equity excluding the preferred shares and the revaluation reserve.
 - 6) Capital securities that are denominated in foreign currencies are, for purposes of calculating the capital base ratio, revalued to the period-end exchange rate. All ratios exclude AEGON's revaluation reserve.
 - 7) Included in other income/(charges) are charges made to policyholders with respect to income tax in the United Kingdom.
 - 8) Includes production on investment contracts without a discretionary participation feature of which the proceeds are not recognized as revenues but are directly added to our investment contract liabilities.
 - 9) APE = recurring premium + 1/10 single premium.
 - 10) PVNBP: Present Value New Business Premium.
- a) The calculation of the IGD (Insurance Group Directive) capital surplus and ratio are based on Solvency I capital requirements on IFRS for entities within the EU (Pillar 1 for AEGON UK), and local regulatory solvency measurements for non-EU entities. Specifically, required capital for the life insurance companies in the US is calculated as two times the upper end of the Company Action Level range (200%) as applied by the National Association of Insurance Commissioners in the US. The calculation of the IGD ratio excludes the available and required capital of the UK With-Profit funds. In the UK solvency surplus calculation the local regulator only allows the available capital number of the With-Profit funds included in overall local available capital to be equal to the amount of With-Profit funds' required capital.
- b) The results in this release are unaudited.

Currencies

Income statement items: average rate 1 EUR = USD 1.3279 (2009: USD 1.3349).

Income statement items: average rate 1 EUR = GBP 0.8696 (2009: GBP 0.8920).

Balance sheet items: closing rate 1 EUR = USD 1.2271 (2009: USD 1.4134; year-end 2009: USD 1.4406).

Balance sheet items: closing rate 1 EUR = GBP 0.8175 (2009: GBP 0.8521; year-end 2009: GBP 0.8881).