

FINANCIAL OVERVIEW

EUR millions	Q3 2010	Q2 2010	%	Q3 2009	%	YTD 2010	YTD 2009	%
Underlying earnings before tax								
Americas	376	437	(14)	324	16	1,192	467	155
The Netherlands	97	97	-	102	(5)	298	303	(2)
United Kingdom	28	22	27	(9)	-	78	19	-
New markets	55	40	38	42	31	141	122	16
Holding and other	(83)	(74)	(12)	(69)	(20)	(226)	(204)	(11)
Underlying earnings before tax	473	522	(9)	390	21	1,483	707	110
Fair value items	204	3	-	(196)	-	191	(380)	-
Realized gains / (losses) on investments	129	148	(13)	38	-	403	203	99
Impairment charges	(92)	(77)	(19)	(286)	68	(319)	(1,065)	70
Other income / (charges)	(14)	(60)	77	48	-	(51)	(328)	84
Run-off businesses	(28)	(49)	43	(34)	18	(137)	34	-
Income before tax	672	487	38	(40)	-	1,570	(829)	-
Income tax	(15)	(74)	80	185	-	(128)	640	-
Net income	657	413	59	145	-	1,442	(189)	-
Net income / (loss) attributable to:								
Equity holders of AEGON N.V.	657	413	59	145	-	1,441	(189)	-
Minority interest	-	-	-	-	-	1	-	-
Net underlying earnings	395	390	1	348	14	1,166	615	90
Commissions and expenses	1,525	1,375	11	1,489	2	4,486	4,639	(3)
of which operating expenses	835	841	(1)	784	7	2,488	2,451	2
New life sales								
Life single premiums	1,656	1,923	(14)	1,674	(1)	5,509	5,045	9
Life recurring premiums annualized	361	398	(9)	323	12	1,104	1,038	6
Total recurring plus 1/10 single	527	590	(11)	492	7	1,655	1,543	7
New life sales								
Americas	171	167	2	145	18	483	423	14
The Netherlands	32	41	(22)	52	(38)	135	146	(8)
United Kingdom	264	308	(14)	245	8	837	763	10
New markets	60	74	(19)	50	20	200	211	(5)
Total recurring plus 1/10 single	527	590	(11)	492	7	1,655	1,543	7
New premium production accident and health insurance	146	148	(1)	126	16	442	436	1
New premium production general insurance	14	15	(7)	12	17	43	35	23
Gross deposits (on and off balance)								
Americas	4,706	5,154	(9)	4,138	14	15,263	14,784	3
The Netherlands	525	624	(16)	1,145	(54)	1,892	2,327	(19)
United Kingdom	16	19	(16)	29	(45)	71	142	(50)
New markets	4,161	1,787	133	1,526	173	7,541	3,640	107
Total gross deposits excluding run-off businesses	9,408	7,584	24	6,838	38	24,767	20,893	19
Run-off businesses	-	-	-	51	-	-	934	-
Total gross deposits	9,408	7,584	24	6,889	37	24,767	21,827	13
Net deposits (on and off balance)								
Americas	535	746	(28)	553	(3)	1,805	3,384	(47)
The Netherlands	(83)	55	-	355	-	39	580	(93)
United Kingdom	2	10	(80)	21	(90)	41	122	(66)
New markets	3,293	187	-	753	-	3,601	268	-
Total net deposits excluding run-off businesses	3,747	998	-	1,682	123	5,486	4,354	26
Run-off businesses	(1,081)	(1,837)	41	(3,272)	67	(5,117)	(7,598)	33
Total net deposits	2,666	(839)	-	(1,590)	-	369	(3,244)	-

REVENUE-GENERATING INVESTMENTS

	Sept. 30, 2010	June 30, 2010	%
Revenue-generating investments (total)	404,894	408,589	(1)
Investments general account	145,625	151,394	(4)
Investments for account of policyholders	140,438	139,717	1
Off balance sheet investments third parties	118,831	117,478	1