

Value of new business	2010	2009	%
<i>(amounts in millions, after tax)</i>	EUR	EUR	
Americas	230	293	(22)
The Netherlands	144	184	(22)
United Kingdom	65	170	(62)
New Markets	116	120	(3)
<i>Asia</i>	4	4	0
<i>Central & Eastern Europe</i>	49	46	7
<i>Spain & France</i>	51	82	(38)
<i>Variable Annuities</i>	11	(11)	-
Total	555	767	(28)