

## FINANCIAL OVERVIEW

EUR millions	Q1 2010	Q4 2009	%	Q1 2009	%
<b>Underlying earnings before tax</b>					
Americas	379	350	8	(146)	-
The Netherlands	104	95	9	72	44
United Kingdom	28	33	(15)	8	-
New markets	46	48	(4)	31	48
Holding and other	(69)	(48)	(44)	(63)	(10)
<b>Underlying earnings before tax</b>	<b>488</b>	<b>478</b>	<b>2</b>	<b>(98)</b>	<b>-</b>
Fair value items	(16)	(164)	90	(167)	90
Realized gains/(losses) on investments	126	315	(60)	144	(13)
Impairment charges	(150)	(212)	29	(385)	61
Other income/(charges)	23	5	-	(24)	-
Run-off businesses	(60)	(47)	(28)	77	-
<b>Income before tax</b>	<b>411</b>	<b>375</b>	<b>10</b>	<b>(453)</b>	<b>-</b>
Income tax	(39)	18	-	280	-
<b>Net income</b>	<b>372</b>	<b>393</b>	<b>(5)</b>	<b>(173)</b>	<b>-</b>
<b>Net income / (loss) attributable to:</b>					
Equity holders of AEGON N.V.	371	393	(6)	(173)	-
Minority Interest	1	-	-	-	-
<b>Net underlying earnings</b>	<b>381</b>	<b>390</b>	<b>(2)</b>	<b>(64)</b>	<b>-</b>
Commissions and expenses	1.586	1.406	13	1.635	(3)
of which operating expenses	812	840	(3)	847	(4)
<b>New life sales</b>					
Life single premiums	1.930	2.017	(4)	1.974	(2)
Life recurring premiums annualized	345	355	(3)	370	(7)
<b>Total recurring plus 1/10 single</b>	<b>538</b>	<b>557</b>	<b>(3)</b>	<b>567</b>	<b>(5)</b>
<b>New life sales</b>					
Americas	145	143	1	142	2
The Netherlands	62	93	(33)	62	-
United Kingdom	265	247	7	279	(5)
New markets	66	74	(11)	84	(21)
<b>Total recurring plus 1/10 single</b>	<b>538</b>	<b>557</b>	<b>(3)</b>	<b>567</b>	<b>(5)</b>
New premium production accident and health insurance	148	125	18	164	(10)
New premium production general insurance	14	21	(33)	12	17
<b>Gross deposits (on and off balance)</b>					
Americas	5.403	4.404	23	5.936	(9)
The Netherlands	743	1.107	(33)	462	61
United Kingdom	36	35	3	52	(31)
New markets	1.593	1.177	35	1.082	47
<b>Total gross deposits excluding run-off businesses</b>	<b>7.775</b>	<b>6.723</b>	<b>16</b>	<b>7.532</b>	<b>3</b>
Run-off businesses	-	(4)	-	674	-
<b>Total gross deposits</b>	<b>7.775</b>	<b>6.719</b>	<b>16</b>	<b>8.206</b>	<b>(5)</b>
<b>Net deposits (on and off balance)</b>					
Americas	524	385	36	2.004	(74)
The Netherlands	67	619	(89)	55	22
United Kingdom	29	29	-	49	(41)
New markets	121	18	-	(314)	-
<b>Total net deposits excluding run-off businesses</b>	<b>741</b>	<b>1.051</b>	<b>(29)</b>	<b>1.794</b>	<b>(59)</b>
Run-off businesses	(2.199)	(6.513)	66	(2.954)	26
<b>Total net deposits</b>	<b>(1.458)</b>	<b>(5.462)</b>	<b>73</b>	<b>(1.160)</b>	<b>(26)</b>

## REVENUE GENERATING INVESTMENTS

	Mar. 31, 2010	Dec. 31, 2009	%
<b>Revenue generating investments (total)</b>	<b>387.912</b>	<b>362.832</b>	<b>7</b>
Investments general account	142.254	134.205	6
Investments for account of policyholders	135.385	125.845	8
Off balance sheet investments third parties	110.273	102.782	7