

**The information included in the following sheets of this Excel file forms an integral part of the AEGON press release on the Q3 results 2010 as published on November 11, 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 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> <sup>b)</sup>	Notes	Q3 2010	Q2 2010	%	Q3 2009	%	YTD 2010	YTD 2009	%
Underlying earnings before tax	1	473	522	(9)	390	21	1,483	707	110
Net income	2	657	413	59	145	-	1,442	(189)	-
New life sales	3	527	590	(11)	492	7	1,655	1,543	7
Gross deposits excluding run-off businesses	4	9,408	7,584	24	6,838	38	24,767	20,893	19
Value of new business (VNB)	5	120	148	(19)	169	(29)	414	551	(25)
Return on equity	6	10.0%	9.7%	3	9.7%	3	10.0%	4.6%	117

## FINANCIAL OVERVIEW

EUR millions	Q3 2010	Q2 2010	%	Q3 2009	%	YTD 2010	YTD 2009	%
<b>Underlying earnings before tax</b>								
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)
<b>Underlying earnings before tax</b>	<b>473</b>	<b>522</b>	<b>(9)</b>	<b>390</b>	<b>21</b>	<b>1,483</b>	<b>707</b>	<b>110</b>
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	-
<b>Income before tax</b>	<b>672</b>	<b>487</b>	<b>38</b>	<b>(40)</b>	<b>-</b>	<b>1,570</b>	<b>(829)</b>	<b>-</b>
Income tax	(15)	(74)	80	185	-	(128)	640	-
<b>Net income</b>	<b>657</b>	<b>413</b>	<b>59</b>	<b>145</b>	<b>-</b>	<b>1,442</b>	<b>(189)</b>	<b>-</b>
<b>Net income / (loss) attributable to:</b>								
Equity holders of AEGON N.V.	657	413	59	145	-	1,441	(189)	-
Minority interest	-	-	-	-	-	1	-	-
<b>Net underlying earnings</b>	<b>395</b>	<b>390</b>	<b>1</b>	<b>348</b>	<b>14</b>	<b>1,166</b>	<b>615</b>	<b>90</b>
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
<b>New life sales</b>								
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
<b>Total recurring plus 1/10 single</b>	<b>527</b>	<b>590</b>	<b>(11)</b>	<b>492</b>	<b>7</b>	<b>1,655</b>	<b>1,543</b>	<b>7</b>
<b>New life sales</b>								
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)
<b>Total recurring plus 1/10 single</b>	<b>527</b>	<b>590</b>	<b>(11)</b>	<b>492</b>	<b>7</b>	<b>1,655</b>	<b>1,543</b>	<b>7</b>
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
<b>Gross deposits (on and off balance)</b>								
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
<b>Total gross deposits excluding run-off businesses</b>	<b>9,408</b>	<b>7,584</b>	<b>24</b>	<b>6,838</b>	<b>38</b>	<b>24,767</b>	<b>20,893</b>	<b>19</b>
Run-off businesses	-	-	-	51	-	-	934	-
<b>Total gross deposits</b>	<b>9,408</b>	<b>7,584</b>	<b>24</b>	<b>6,889</b>	<b>37</b>	<b>24,767</b>	<b>21,827</b>	<b>13</b>
<b>Net deposits (on and off balance)</b>								
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	-
<b>Total net deposits excluding run-off businesses</b>	<b>3,747</b>	<b>998</b>	<b>-</b>	<b>1,682</b>	<b>123</b>	<b>5,486</b>	<b>4,354</b>	<b>26</b>
Run-off businesses	(1,081)	(1,837)	41	(3,272)	67	(5,117)	(7,598)	33
<b>Total net deposits</b>	<b>2,666</b>	<b>(839)</b>	<b>-</b>	<b>(1,590)</b>	<b>-</b>	<b>369</b>	<b>(3,244)</b>	<b>-</b>

## REVENUE-GENERATING INVESTMENTS

	Sept. 30, 2010	June 30, 2010	%
<b>Revenue-generating investments (total)</b>	<b>404,894</b>	<b>408,589</b>	<b>(1)</b>
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

## FINANCIAL OVERVIEW, Q3 2010 GEOGRAPHICALLY

EUR millions	Americas	The Netherlands	United Kingdom	New Markets	Holding, other activities & eliminations	Total
<b>Underlying earnings before tax by line of business</b>						
Life	181	51	27	20	-	279
Individual savings and retirement products	112	-	-	5	-	117
Pensions	77	42	1	4	-	124
Life reinsurance	4	-	-	-	-	4
Non-life	-	3	-	(1)	-	2
Distribution	-	2	-	-	-	2
Asset Management	-	-	-	13	-	13
Other	-	-	-	-	(83)	(83)
Share in underlying earnings before tax of associates	2	(1)	-	14	-	15
<b>Underlying earnings before tax</b>	<b>376</b>	<b>97</b>	<b>28</b>	<b>55</b>	<b>(83)</b>	<b>473</b>
Fair value items	87	184	2	(9)	(60)	204
Realized gains / (losses) on investments	92	35	-	2	-	129
Impairment charges	(85)	(4)	(3)	-	-	(92)
Other income / (charges)	(1)	-	15	(5)	(23)	(14)
Run-off businesses	(28)	-	-	-	-	(28)
<b>Income before tax</b>	<b>441</b>	<b>312</b>	<b>42</b>	<b>43</b>	<b>(166)</b>	<b>672</b>
Income tax	39	(75)	11	(13)	23	(15)
<b>Net income</b>	<b>480</b>	<b>237</b>	<b>53</b>	<b>30</b>	<b>(143)</b>	<b>657</b>
<b>Net underlying earnings</b>	<b>284</b>	<b>88</b>	<b>62</b>	<b>41</b>	<b>(80)</b>	<b>395</b>

## EMPLOYEE NUMBERS

	Sept. 30, 2010	June 30, 2010
Employees excluding agents	24,730	25,127
Agents	3,147	3,011
Total number of employees excluding Associates	27,877	28,138
AEGON's share of employees (including agents) in Associates	3,157	3,320
<b>Total</b>	<b>31,034</b>	<b>31,458</b>

**FINANCIAL OVERVIEW, 2010 YEAR-TO-DATE GEOGRAPHICALLY**

EUR millions	Americas	The Netherlands	United Kingdom	New Markets	Holding, other activities & eliminations	Total
<b>Underlying earnings before tax by line of business</b>						
Life	526	132	65	61	-	784
Individual savings and retirement products	389	-	-	(6)	-	383
Pensions	214	118	17	12	-	361
Life reinsurance	60	-	-	-	-	60
Non-life	-	29	-	8	-	37
Distribution	-	19	(4)	-	-	15
Asset Management	-	-	-	32	-	32
Other	-	-	-	-	(226)	(226)
Associates	3	-	-	34	-	37
<b>Underlying earnings before tax</b>	<b>1,192</b>	<b>298</b>	<b>78</b>	<b>141</b>	<b>(226)</b>	<b>1,483</b>
Fair value items	(32)	343	(9)	(10)	(101)	191
Realized gains / (losses) on investments	133	154	6	13	97	403
Impairment charges	(285)	(11)	(12)	(11)	-	(319)
Other income / (charges)	(106)	33	61	(16)	(23)	(51)
Run-off businesses	(137)	-	-	-	-	(137)
<b>Income before tax</b>	<b>765</b>	<b>817</b>	<b>124</b>	<b>117</b>	<b>(253)</b>	<b>1,570</b>
Income tax	71	(187)	(21)	(35)	44	(128)
<b>Net income</b>	<b>836</b>	<b>630</b>	<b>103</b>	<b>82</b>	<b>(209)</b>	<b>1,442</b>
<b>Net underlying earnings</b>	<b>902</b>	<b>222</b>	<b>123</b>	<b>103</b>	<b>(184)</b>	<b>1,166</b>

## AMERICAS

USD millions	Notes	Q3 2010	Q2 2010	%	Q3 2009	%	YTD 2010	YTD 2009	%
<b>Underlying earnings before tax by line of business</b>									
Life and protection		220	241	(9)	244	(10)	655	666	(2)
<i>Fixed annuities</i>		112	125	(10)	78	44	358	218	64
<i>Variable annuities</i>		29	50	(42)	57	(49)	148	(398)	-
<i>Retail mutual funds</i>		3	-	-	(3)	-	3	(13)	-
Individual savings and retirement products		144	175	(18)	132	9	509	(193)	-
Employer solutions & pensions		101	95	6	47	115	282	153	84
Life reinsurance		4	33	(88)	20	(80)	79	7	-
Canada		13	15	(13)	5	160	39	11	-
Latin America		2	1	100	-	-	4	(4)	-
<b>Underlying earnings before tax</b>		<b>484</b>	<b>560</b>	<b>(14)</b>	<b>448</b>	<b>8</b>	<b>1,568</b>	<b>640</b>	<b>145</b>
Fair value items		117	(39)	-	(133)	-	(42)	99	-
Realized gains / (losses) on investments		121	21	-	(83)	-	175	(64)	-
Impairment charges		(111)	(73)	(52)	(287)	61	(375)	(1,106)	66
Other income / (charges)		-	(140)	-	(5)	-	(140)	(4)	-
Run-off businesses		(35)	(62)	44	(44)	20	(180)	46	-
<b>Income before tax</b>		<b>576</b>	<b>267</b>	<b>116</b>	<b>(84)</b>	-	<b>1,006</b>	<b>(389)</b>	-
Income tax		52	(12)	-	316	(84)	94	820	(89)
<b>Net income</b>		<b>628</b>	<b>255</b>	<b>146</b>	<b>232</b>	<b>171</b>	<b>1,100</b>	<b>431</b>	<b>155</b>
<b>Net income / (loss) attributable to:</b>									
Equity holders of AEGON N.V.		628	255	146	232	171	1,100	431	155
<b>Net underlying earnings</b>		<b>367</b>	<b>412</b>	<b>(11)</b>	<b>408</b>	<b>(10)</b>	<b>1,187</b>	<b>594</b>	<b>100</b>
Commissions and expenses		1,167	961	21	1,310	(11)	3,483	3,906	(11)
of which operating expenses		472	484	(2)	545	(13)	1,457	1,690	(14)
<b>New life sales</b>									
Life single premiums		369	279	32	193	91	842	422	100
Life recurring premiums annualized		184	184	-	189	(3)	551	538	2
<b>Total recurring plus 1/10 single</b>		<b>221</b>	<b>212</b>	<b>4</b>	<b>208</b>	<b>6</b>	<b>635</b>	<b>580</b>	<b>9</b>
Life & protection		147	134	10	132	11	402	356	13
Employer solutions & pensions		6	4	50	5	20	19	23	(17)
Life reinsurance		41	46	(11)	49	(16)	134	148	(9)
Canada		15	16	(6)	16	(6)	46	41	12
Latin America		12	12	-	6	100	34	12	183
<b>Total recurring plus 1/10 single</b>		<b>221</b>	<b>212</b>	<b>4</b>	<b>208</b>	<b>6</b>	<b>635</b>	<b>580</b>	<b>9</b>
New premium production accident and health insurance		179	180	(1)	178	1	543	574	(5)
<b>Gross deposits (on and off balance) by line of business</b>									
Life & protection		2	3	(33)	3	(33)	8	8	-
<i>Fixed annuities</i>		164	124	32	687	(76)	473	4,089	(88)
<i>Variable annuities</i>		956	1,028	(7)	861	11	2,793	2,587	8
<i>Retail mutual funds</i>		861	957	(10)	730	18	2,794	1,549	80
Individual savings & retirement products		1,981	2,109	(6)	2,278	(13)	6,060	8,225	(26)
Employer solutions & pensions		3,975	4,311	(8)	3,729	7	13,503	11,843	14
Life reinsurance		-	1	-	1	-	2	2	-
Canada		100	118	(15)	62	61	504	206	145
<b>Total gross deposits excluding run-off businesses</b>		<b>6,058</b>	<b>6,542</b>	<b>(7)</b>	<b>6,073</b>	-	<b>20,077</b>	<b>20,284</b>	<b>(1)</b>
Run-off businesses		-	-	-	103	-	-	1,282	-
<b>Total gross deposits</b>		<b>6,058</b>	<b>6,542</b>	<b>(7)</b>	<b>6,176</b>	<b>(2)</b>	<b>20,077</b>	<b>21,566</b>	<b>(7)</b>
<b>Net deposits (on and off balance) by line of business</b>									
Life & protection		(12)	(12)	-	(12)	-	(39)	(46)	15
<i>Fixed annuities</i>		(584)	(653)	11	(88)	-	(1,780)	1,376	-
<i>Variable annuities</i>		225	217	4	208	8	419	603	(31)
<i>Retail mutual funds</i>		233	357	(35)	239	(3)	1,008	95	-
Individual savings & retirement products		(126)	(79)	(59)	359	-	(353)	2,074	-
Employer solutions & pensions		1,030	1,264	(19)	605	70	3,680	2,858	29
Life reinsurance		(14)	(15)	7	(17)	18	(44)	(55)	20
Canada		(191)	(197)	3	(69)	(177)	(870)	(187)	-
<b>Total net deposits excluding run-off businesses</b>		<b>687</b>	<b>961</b>	<b>(29)</b>	<b>866</b>	<b>(21)</b>	<b>2,374</b>	<b>4,644</b>	<b>(49)</b>
Run-off businesses		(1,370)	(2,317)	41	(4,651)	71	(6,730)	(10,425)	35
<b>Total net deposits</b>		<b>(683)</b>	<b>(1,356)</b>	<b>50</b>	<b>(3,785)</b>	<b>82</b>	<b>(4,356)</b>	<b>(5,781)</b>	<b>25</b>

## REVENUE-GENERATING INVESTMENTS

	Sept. 30, 2010	June 30, 2010	%
<b>Revenue-generating investments (total)</b>	<b>316,655</b>	<b>301,630</b>	<b>5</b>
Investments general account	129,925	126,348	3
Investments for account of policyholders	75,255	69,401	8
Off balance sheet investments third parties	111,475	105,881	5

## THE NETHERLANDS

EUR millions	Notes	Q3 2010	Q2 2010	%	Q3 2009	%	YTD 2010	YTD 2009	%
<b>Underlying earnings before tax by line of business</b>									
Life and Savings		51	42	21	53	(4)	132	146	(10)
Pensions		42	29	45	38	11	118	121	(2)
Non life		3	19	(84)	7	(57)	29	20	45
Distribution		2	6	(67)	3	(33)	19	15	27
Share in underlying earnings before tax of associates		(1)	1	-	1	-	-	1	-
<b>Underlying earnings before tax</b>		<b>97</b>	<b>97</b>	<b>-</b>	<b>102</b>	<b>(5)</b>	<b>298</b>	<b>303</b>	<b>(2)</b>
Fair value items		184	68	171	(45)	-	343	(343)	-
Realized gains / (losses) on investments		35	23	52	50	(30)	154	173	(11)
Impairment charges		(4)	(6)	33	(12)	67	(11)	(118)	91
Other income / (charges)		-	33	-	-	-	33	-	-
<b>Income before tax</b>		<b>312</b>	<b>215</b>	<b>45</b>	<b>95</b>	<b>-</b>	<b>817</b>	<b>15</b>	<b>-</b>
Income tax		(75)	(45)	(67)	(21)	-	(187)	22	-
<b>Net income</b>		<b>237</b>	<b>170</b>	<b>39</b>	<b>74</b>	<b>-</b>	<b>630</b>	<b>37</b>	<b>-</b>
<b>Net income / (loss) attributable to:</b>									
Equity holders of AEGON N.V.		237	170	39	74	-	630	37	-
<b>Net underlying earnings</b>		<b>88</b>	<b>57</b>	<b>54</b>	<b>78</b>	<b>13</b>	<b>222</b>	<b>226</b>	<b>(2)</b>
Commissions and expenses		248	263	(6)	279	(11)	775	860	(10)
of which operating expenses		179	182	(2)	206	(13)	543	615	(12)
<b>New life sales</b>									
Life single premiums		176	241	(27)	329	(47)	814	865	(6)
Life recurring premiums annualized		14	18	(22)	20	(30)	54	60	(10)
<b>Total recurring plus 1/10 single</b>		<b>32</b>	<b>41</b>	<b>(22)</b>	<b>52</b>	<b>(38)</b>	<b>135</b>	<b>146</b>	<b>(8)</b>
Life and Savings		18	21	(14)	19	(5)	66	61	8
Pensions		14	20	(30)	33	(58)	69	85	(19)
<b>Total recurring plus 1/10 single</b>		<b>32</b>	<b>41</b>	<b>(22)</b>	<b>52</b>	<b>(38)</b>	<b>135</b>	<b>146</b>	<b>(8)</b>
New premium production accident and health insurance		5	4	25	3	67	20	13	54
New premium production general insurance		6	6	-	6	-	20	19	5
<b>Gross deposits (on and off balance) by line of business</b>									
Life and Savings		416	534	(22)	978	(57)	1,633	2,015	(19)
Pensions		109	90	21	167	(35)	259	312	(17)
<b>Total gross deposits</b>		<b>525</b>	<b>624</b>	<b>(16)</b>	<b>1,145</b>	<b>(54)</b>	<b>1,892</b>	<b>2,327</b>	<b>(19)</b>
<b>Net deposits (on and off balance) by line of business</b>									
Life and Savings		(139)	50	-	440	-	(7)	416	-
Pensions		56	5	-	(85)	-	46	164	(72)
<b>Total net deposits</b>		<b>(83)</b>	<b>55</b>	<b>-</b>	<b>355</b>	<b>-</b>	<b>39</b>	<b>580</b>	<b>(93)</b>

## REVENUE-GENERATING INVESTMENTS

	Sept. 30, 2010	June 30, 2010	%
<b>Revenue-generating investments (total)</b>	<b>73,843</b>	<b>69,091</b>	<b>7</b>
Investments general account	37,457	35,203	6
Investments for account of policyholders	23,869	23,605	1
Off balance sheet investments third parties	12,517	10,283	22



## UNITED KINGDOM

GBP millions	Notes	Q3 2010	Q2 2010	%	Q3 2009	%	YTD 2010	YTD 2009	%
<b>Underlying earnings before tax by line of business</b>									
Life		23	15	53	10	130	56	28	100
Pensions		-	5	-	(14)	-	14	(2)	-
Distribution		1	(2)	-	(3)	-	(3)	(8)	63
<b>Underlying earnings before tax</b>		<b>24</b>	<b>18</b>	<b>33</b>	<b>(7)</b>	<b>-</b>	<b>67</b>	<b>18</b>	<b>-</b>
Fair value items		1	(11)	-	5	(80)	(8)	19	-
Realized gains / (losses) on investments		-	3	-	27	-	5	46	(89)
Impairment charges		(2)	(1)	(100)	(71)	97	(10)	(114)	91
Other income / (charges)	8	12	19	(37)	43	(72)	52	51	2
<b>Income before tax</b>		<b>35</b>	<b>28</b>	<b>25</b>	<b>(3)</b>	<b>-</b>	<b>106</b>	<b>20</b>	<b>-</b>
Income tax attributable to policyholder return		(23)	(19)	(21)	(44)	48	(63)	(51)	(24)
<b>Income before income tax on shareholders return</b>		<b>12</b>	<b>9</b>	<b>33</b>	<b>(47)</b>	<b>-</b>	<b>43</b>	<b>(31)</b>	<b>-</b>
Income tax on shareholders return		32	15	113	17	88	45	26	73
<b>Net income</b>		<b>44</b>	<b>24</b>	<b>83</b>	<b>(30)</b>	<b>-</b>	<b>88</b>	<b>(5)</b>	<b>-</b>
<b>Net income / (loss) attributable to:</b>									
Equity holders of AEGON N.V.		44	24	83	(30)	-	88	(5)	-
<b>Net underlying earnings</b>		<b>52</b>	<b>31</b>	<b>68</b>	<b>(2)</b>	<b>-</b>	<b>105</b>	<b>30</b>	<b>-</b>
Commissions and expenses of which operating expenses		179 102	181 95	(1) 7	160 106	12 (4)	530 292	482 303	10 (4)
<b>New life sales</b>									
Life single premiums	9	859	1,050	(18)	1,008	(15)	3,048	3,086	(1)
Life recurring premiums annualized		133	158	(16)	111	20	412	366	13
<b>Total recurring plus 1/10 single</b>		<b>219</b>	<b>263</b>	<b>(17)</b>	<b>212</b>	<b>3</b>	<b>717</b>	<b>675</b>	<b>6</b>
Life		17	23	(26)	40	(58)	66	152	(57)
Pensions		202	240	(16)	172	17	651	523	24
<b>Total recurring plus 1/10 single</b>		<b>219</b>	<b>263</b>	<b>(17)</b>	<b>212</b>	<b>3</b>	<b>717</b>	<b>675</b>	<b>6</b>
<b>Gross deposits (on and off balance) by line of business</b>									
Variable annuities		13	16	(19)	25	(48)	61	126	(52)
<b>Total gross deposits</b>		<b>13</b>	<b>16</b>	<b>(19)</b>	<b>25</b>	<b>(48)</b>	<b>61</b>	<b>126</b>	<b>(52)</b>
<b>Net deposits (on and off balance) by line of business</b>									
Variable annuities		1	9	(89)	18	(94)	35	108	(68)
<b>Total net deposits</b>		<b>1</b>	<b>9</b>	<b>(89)</b>	<b>18</b>	<b>(94)</b>	<b>35</b>	<b>108</b>	<b>(68)</b>

## REVENUE-GENERATING INVESTMENTS

	Sept. 30, 2010	June 30, 2010	%
<b>Revenue-generating investments (total)</b>	<b>55,990</b>	<b>51,738</b>	<b>8</b>
Investments general account	8,265	7,856	5
Investments for account of policyholders	47,725	43,882	9

## NEW MARKETS

EUR millions	Notes	Q3 2010	Q2 2010	%	Q3 2009	%	YTD 2010	YTD 2009	%
<b>Underlying earnings before tax</b>									
Central Eastern Europe		20	19	5	33	(39)	66	88	(25)
Asia		(10)	(11)	9	(2)	-	(27)	(8)	-
Spain & France		24	19	26	15	60	63	47	34
Variable Annuities Europe		8	1	-	(4)	-	7	(5)	-
AEGON Asset Management		13	12	8	-	-	32	-	-
<b>Underlying earnings before tax</b>		<b>55</b>	<b>40</b>	<b>38</b>	<b>42</b>	<b>31</b>	<b>141</b>	<b>122</b>	<b>16</b>
Fair value items		(9)	(4)	(125)	(2)	-	(10)	5	-
Realized gains / (losses) on investments		2	8	(75)	2	-	13	5	160
Impairment charges		-	(9)	-	(1)	-	(11)	(6)	(83)
Other income / (charges)		(5)	(11)	55	2	-	(16)	(383)	96
<b>Income before tax</b>		<b>43</b>	<b>24</b>	<b>79</b>	<b>43</b>	<b>-</b>	<b>117</b>	<b>(257)</b>	<b>-</b>
Income tax		(13)	(9)	(44)	(16)	19	(35)	(51)	31
<b>Net income</b>		<b>30</b>	<b>15</b>	<b>100</b>	<b>27</b>	<b>11</b>	<b>82</b>	<b>(308)</b>	<b>-</b>
<b>Net income / (loss) attributable to:</b>									
Equity holders of AEGON N.V.		30	15	100	27	11	81	(308)	-
Minority Interest		-	-	-	-	-	1	-	-
<b>Net underlying earnings</b>		<b>41</b>	<b>30</b>	<b>37</b>	<b>29</b>	<b>41</b>	<b>103</b>	<b>74</b>	<b>39</b>
Commissions and expenses		175	169	4	94	86	519	290	79
of which operating expenses		134	127	6	55	144	394	165	139
<b>New life sales</b>									
Life single premiums		156	234	(33)	54	189	498	388	28
Life recurring premiums annualized		44	51	(14)	44	-	150	172	(13)
<b>Total recurring plus 1/10 single</b>		<b>60</b>	<b>74</b>	<b>(19)</b>	<b>50</b>	<b>20</b>	<b>200</b>	<b>211</b>	<b>(5)</b>
Life		50	66	(24)	39	28	169	137	23
Associates		10	8	25	11	(9)	31	74	(58)
<b>Total recurring plus 1/10 single</b>		<b>60</b>	<b>74</b>	<b>(19)</b>	<b>50</b>	<b>20</b>	<b>200</b>	<b>211</b>	<b>(5)</b>
Central Eastern Europe		26	24	8	21	24	69	54	28
Asia		9	9	-	7	29	28	27	4
Spain & France		25	41	(39)	22	14	103	130	(21)
<b>Total recurring plus 1/10 single</b>		<b>60</b>	<b>74</b>	<b>(19)</b>	<b>50</b>	<b>20</b>	<b>200</b>	<b>211</b>	<b>(5)</b>
New premium production accident and health insurance		1	4	(75)	1	-	9	4	125
New premium production general insurance		8	9	(11)	6	33	23	16	44
<b>Gross deposits (on and off balance)</b>									
Central Eastern Europe		242	249	(3)	198	22	717	566	27
Asia		8	10	(20)	-	-	43	4	-
Spain & France		10	12	(17)	10	-	66	29	128
Variable Annuities Europe		167	175	(5)	136	23	530	462	15
AEGON Asset Management		3,734	1,341	178	1,182	-	6,185	2,579	140
<b>Total gross deposits</b>		<b>4,161</b>	<b>1,787</b>	<b>133</b>	<b>1,526</b>	<b>173</b>	<b>7,541</b>	<b>3,640</b>	<b>107</b>
<b>Net deposits (on and off balance)</b>									
Central Eastern Europe		154	149	3	98	57	372	304	22
Asia		8	9	(11)	-	-	42	2	-
Spain & France		(11)	4	-	(5)	(120)	18	(17)	-
Variable Annuities Europe		71	47	51	13	-	197	108	82
AEGON Asset Management		3,071	(22)	-	647	-	2,972	(129)	-
<b>Total net deposits</b>		<b>3,293</b>	<b>187</b>	<b>-</b>	<b>753</b>	<b>-</b>	<b>3,601</b>	<b>268</b>	<b>-</b>

## REVENUE-GENERATING INVESTMENTS

	Sept. 30, 2010	June 30, 2010	%
<b>Revenue-generating investments (total)</b>	<b>33,459</b>	<b>29,692</b>	<b>13</b>
Investments general account	2,890	2,900	-
Investments for account of policyholders	5,934	5,882	1
Off balance sheet investments third parties	24,635	20,910	18

## VALUE OF NEW BUSINESS AND IRR

EUR millions, after tax	VNB		VNB		VNB		VNB		VNB	
	Q3 2010	Q2 2010	%	Q3 2009	%	YTD 2010	YTD 2009			
Americas	51	62	(18)	63	(19)	165	207	(20)		
The Netherlands	23	30	(23)	51	(55)	102	118	(14)		
United Kingdom	19	24	(21)	34	(44)	56	137	(59)		
New Markets	27	32	(16)	21	29	91	88	3		
<b>Total</b>	<b>120</b>	<b>148</b>	<b>(19)</b>	<b>169</b>	<b>(29)</b>	<b>414</b>	<b>551</b>	<b>(25)</b>		

EUR millions, after tax	IRR %		IRR%		IRR%	
	Q3 2010	Q2 2010			Q3 2009	
Americas	12.1	12.9			12.1	
The Netherlands	16.2	17.0			21.8	
United Kingdom	11.4	11.9			13.4	
New Markets	34.1	35.3			37.6	
<b>Total</b>	<b>17.8</b>	<b>18.4</b>			<b>18.5</b>	

## MODELED NEW BUSINESS, APE AND DEPOSITS

EUR millions	Notes	Premium business APE				Premium business APE			
		Q3 2010	Q2 2010	%	Q3 2009	%	YTD 2010	YTD 2009	%
Americas	10	275	266	3	251	10	787	762	3
The Netherlands		38	58	(34)	87	(56)	189	209	(10)
United Kingdom		254	303	(16)	247	3	823	820	-
New Markets		80	97	(18)	60	33	257	278	(8)
<b>Total</b>		<b>647</b>	<b>724</b>	<b>(11)</b>	<b>645</b>	<b>-</b>	<b>2,055</b>	<b>2,068</b>	<b>(1)</b>

EUR millions	Notes	Deposit business Deposits				Deposit business Deposits			
		Q3 2010	Q2 2010	%	Q3 2009	%	YTD 2010	YTD 2009	%
Americas	10	4,131	4,325	(4)	4,367	(5)	12,381	14,731	(16)
United Kingdom		16	17	(6)	-	-	67	-	-
New Markets		231	303	(24)	95	143	841	417	102
<b>Total</b>		<b>4,378</b>	<b>4,645</b>	<b>(6)</b>	<b>4,462</b>	<b>(2)</b>	<b>13,290</b>	<b>15,148</b>	<b>(12)</b>

## VNB/PVNB SUMMARY

EUR millions	Notes	Premium business				Premium business			
		VNB	PVNB	VNB / PVNB	VNB / APE	VNB	PVNB	VNB / PVNB	VNB / APE
Americas	11	32	1,221	2.6	11.6	96	3,462	2.8	12.2
The Netherlands		23	286	8.0	59.5	102	1,377	7.4	54.2
United Kingdom		19	1,529	1.2	7.5	56	5,450	1.0	6.8
New Markets		20	626	3.1	24.3	68	2,016	3.4	26.5
<b>Total</b>		<b>93</b>	<b>3,662</b>	<b>2.5</b>	<b>14.4</b>	<b>323</b>	<b>12,305</b>	<b>2.6</b>	<b>15.7</b>

EUR millions	Notes	Deposit business				Deposit business			
		VNB	PVNB	VNB / PVNB	VNB / Deposits	VNB	PVNB	VNB / PVNB	VNB / Deposits
Americas	11	19	5,249	0.4	0.5	69	16,991	0.4	0.6
United Kingdom		-	16	0.7	0.7	-	67	(0.3)	(0.3)
New Markets		8	417	1.9	3.4	22	1,365	1.6	2.7
<b>Total</b>		<b>27</b>	<b>5,682</b>	<b>0.5</b>	<b>0.6</b>	<b>92</b>	<b>18,423</b>	<b>0.5</b>	<b>0.7</b>

**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) The present value of future distributable earnings on the block of business sold in the reporting period. Value of new business is calculated using beginning of year economic assumptions and assumptions outside of management control, and beginning of quarter operating assumptions.
  - 6) 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.
  - 7) 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.
  - 8) Included in other income/(charges) are charges made to policyholders with respect to income tax in the United Kingdom.
  - 9) 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.
  - 10) APE = recurring premium + 1/10 single premium.
  - 11) 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 1.3154 (2009: USD 1.3720).

Income statement items: average rate 1 EUR = GBP 0.8572 (2009: GBP 0.8855).

Balance sheet items: closing rate 1 EUR = USD 1.3648 (2009: USD 1.4643; year-end 2009: USD 1.4406).

Balance sheet items: closing rate 1 EUR = GBP 0.8599 (2009: GBP 0.9093; year-end 2009: GBP 0.8881).