

**The information included in the following sheets of this Excel file forms an integral part of the AEGON press release on the Full year results 2010 as published on February 24, 2011.**

Cautionary note regarding non-GAAP measures

This press release includes certain non-GAAP financial measures: underlying earnings before tax, net underlying earnings, commission and expenses, operating expenses and value of new business (VNB). 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. VNB is not based on IFRS, which are used to report AEGON's primary financial statements, and should not be viewed as a substitute for IFRS financial measures. We may define and calculate VNB differently than other companies. Please see AEGON's Embedded Value Report dated May 12, 2010 for an explanation of how we define and calculate VNB. AEGON believes that these non-GAAP measures, together with the IFRS information, provide meaningful supplemental information that our management uses to run our business as well as useful information 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	Q4 2010	Q3 2010	%	Q4 2009	%	FY 2010	FY 2009	%
Underlying earnings before tax	1	489	473	3	478	2	1,972	1,185	66
Net income	2	318	657	(52)	393	(19)	1,760	204	-
New life sales	3	558	527	6	557	-	2,213	2,100	5
Gross deposits excluding run-off businesses	4	7,813	9,408	(17)	6,723	16	32,580	27,616	18
Value of new business (VNB)	5	141	120	18	216	(35)	555	767	(28)
Return on equity	6	9.9%	10.0%	(1)	9.4%	5	9.8%	5.7%	72

## FINANCIAL OVERVIEW

EUR millions	Notes	Q4 2010	Q3 2010	%	Q4 2009	%	FY 2010	FY 2009	%
<b>Underlying earnings before tax</b>									
Americas		406	376	8	350	16	1,598	817	96
The Netherlands		87	97	(10)	95	(8)	385	398	(3)
United Kingdom		(6)	28	-	33	-	72	52	38
New markets		59	55	7	48	23	200	170	18
Holding and other		(57)	(83)	31	(48)	(19)	(283)	(252)	(12)
<b>Underlying earnings before tax</b>		<b>489</b>	<b>473</b>	<b>3</b>	<b>478</b>	<b>2</b>	<b>1,972</b>	<b>1,185</b>	<b>66</b>
Fair value items		30	204	(85)	(164)	-	221	(544)	-
Realized gains / (losses) on investments		255	129	98	315	(19)	658	518	27
Impairment charges		(133)	(92)	(45)	(212)	37	(452)	(1,277)	65
Other income / (charges)		(258)	(14)	-	5	-	(309)	(323)	4
Run-off businesses		(28)	(28)	-	(47)	40	(165)	(13)	-
<b>Income before tax</b>		<b>355</b>	<b>672</b>	<b>(47)</b>	<b>375</b>	<b>(5)</b>	<b>1,925</b>	<b>(454)</b>	<b>-</b>
Income tax		(37)	(15)	(147)	18	-	(165)	658	-
<b>Net income</b>		<b>318</b>	<b>657</b>	<b>(52)</b>	<b>393</b>	<b>(19)</b>	<b>1,760</b>	<b>204</b>	<b>-</b>
<b>Net income / (loss) attributable to:</b>									
Equity holders of AEGON N.V.		318	657	(52)	393	(19)	1,759	204	-
Minority interest		-	-	-	-	-	1	-	-
<b>Net underlying earnings</b>		<b>387</b>	<b>395</b>	<b>(2)</b>	<b>390</b>	<b>(1)</b>	<b>1,553</b>	<b>1,005</b>	<b>55</b>
Commissions and expenses		1,659	1,525	9	1,407	18	6,145	6,046	2
of which operating expenses	12	909	835	9	841	8	3,397	3,292	3
<b>New life sales</b>									
Life single premiums		2,003	1,656	21	2,017	(1)	7,512	7,062	6
Life recurring premiums annualized		358	361	(1)	355	1	1,462	1,393	5
<b>Total recurring plus 1/10 single</b>		<b>558</b>	<b>527</b>	<b>6</b>	<b>557</b>	<b>-</b>	<b>2,213</b>	<b>2,100</b>	<b>5</b>
<b>New life sales</b>									
Americas	13	146	171	(15)	143	2	629	566	11
The Netherlands		113	32	-	93	22	248	239	4
United Kingdom		224	264	(15)	247	(9)	1,061	1,010	5
New markets	13	75	60	25	74	1	275	285	(4)
<b>Total recurring plus 1/10 single</b>		<b>558</b>	<b>527</b>	<b>6</b>	<b>557</b>	<b>-</b>	<b>2,213</b>	<b>2,100</b>	<b>5</b>
New premium production accident and health insurance		180	146	23	125	44	622	561	11
New premium production general insurance		15	14	7	21	(29)	58	56	4
<b>Gross deposits (on and off balance)</b>									
Americas	13	5,757	4,706	22	4,404	31	21,020	19,188	10
The Netherlands		490	525	(7)	1,107	(56)	2,382	3,434	(31)
United Kingdom		25	16	56	35	(29)	96	177	(46)
New markets	13	1,541	4,161	(63)	1,177	31	9,082	4,817	89
<b>Total gross deposits excluding run-off businesses</b>		<b>7,813</b>	<b>9,408</b>	<b>(17)</b>	<b>6,723</b>	<b>16</b>	<b>32,580</b>	<b>27,616</b>	<b>18</b>
Run-off businesses		-	-	-	(4)	-	-	930	-
<b>Total gross deposits</b>		<b>7,813</b>	<b>9,408</b>	<b>(17)</b>	<b>6,719</b>	<b>16</b>	<b>32,580</b>	<b>28,546</b>	<b>14</b>
<b>Net deposits (on and off balance)</b>									
Americas	13	(578)	535	-	385	-	1,227	3,769	(67)
The Netherlands		(260)	(83)	-	496	-	(221)	1,101	-
United Kingdom		12	2	-	29	(59)	53	151	(65)
New markets	13	304	3,293	(91)	18	-	3,905	286	-
<b>Total net deposits excluding run-off businesses</b>		<b>(522)</b>	<b>3,747</b>	<b>-</b>	<b>928</b>	<b>-</b>	<b>4,964</b>	<b>5,307</b>	<b>(6)</b>
Run-off businesses		(1,424)	(1,081)	(32)	(6,513)	78	(6,541)	(14,111)	54
<b>Total net deposits</b>		<b>(1,946)</b>	<b>2,666</b>	<b>-</b>	<b>(5,585)</b>	<b>65</b>	<b>(1,577)</b>	<b>(8,804)</b>	<b>82</b>

## REVENUE-GENERATING INVESTMENTS

	Dec. 31, 2010	Sept. 30, 2010	%
<b>Revenue-generating investments (total)</b>	<b>413,191</b>	<b>404,894</b>	<b>2</b>
Investments general account	143,188	145,625	(2)
Investments for account of policyholders	146,237	140,438	4
Off balance sheet investments third parties	123,766	118,831	4

## FINANCIAL OVERVIEW, Q4 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	189	54	6	15	-	264
Individual savings and retirement products	119	-	-	(2)	-	117
Pensions	77	35	(10)	6	-	108
Life reinsurance	19	-	-	-	-	19
Non-life	-	4	-	12	-	16
Distribution	-	(3)	(2)	-	-	(5)
Asset Management	-	-	-	14	-	14
Other	-	-	-	-	(57)	(57)
Share in underlying earnings before tax of associates	2	(3)	-	14	-	13
<b>Underlying earnings before tax</b>	<b>406</b>	<b>87</b>	<b>(6)</b>	<b>59</b>	<b>(57)</b>	<b>489</b>
Fair value items	8	18	-	-	4	30
Realized gains / (losses) on investments	247	1	8	-	(1)	255
Impairment charges	(98)	-	(24)	(11)	-	(133)
Other income / (charges)	(200)	5	(13)	(40)	(10)	(258)
Run-off businesses	(28)	-	-	-	-	(28)
<b>Income before tax</b>	<b>335</b>	<b>111</b>	<b>(35)</b>	<b>8</b>	<b>(64)</b>	<b>355</b>
Income tax	(40)	(30)	16	1	16	(37)
<b>Net income</b>	<b>295</b>	<b>81</b>	<b>(19)</b>	<b>9</b>	<b>(48)</b>	<b>318</b>
<b>Net underlying earnings</b>	<b>309</b>	<b>70</b>	<b>(3)</b>	<b>49</b>	<b>(38)</b>	<b>387</b>

## EMPLOYEE NUMBERS

	Dec. 31, 2010	Sept. 30, 2010
Employees excluding agents	24,408	24,730
Agents	3,066	3,147
Total number of employees excluding Associates	27,474	27,877
AEGON's share of employees (including agents) in Associates	3,680	3,157
<b>Total</b>	<b>31,154</b>	<b>31,034</b>

**FINANCIAL OVERVIEW, 2010 FULL YEAR 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	715	186	71	76	-	1,048
Individual savings and retirement products	508	-	-	(8)	-	500
Pensions	291	153	7	18	-	469
Life reinsurance	79	-	-	-	-	79
Non-life	-	33	-	20	-	53
Distribution	-	16	(6)	-	-	10
Asset Management	-	-	-	46	-	46
Other	-	-	-	-	(283)	(283)
Associates	5	(3)	-	48	-	50
<b>Underlying earnings before tax</b>	<b>1,598</b>	<b>385</b>	<b>72</b>	<b>200</b>	<b>(283)</b>	<b>1,972</b>
Fair value items	(24)	361	(9)	(10)	(97)	221
Realized gains / (losses) on investments	380	155	14	13	96	658
Impairment charges	(383)	(11)	(36)	(22)	-	(452)
Other income / (charges)	(306)	38	48	(56)	(33)	(309)
Run-off businesses	(165)	-	-	-	-	(165)
<b>Income before tax</b>	<b>1,100</b>	<b>928</b>	<b>89</b>	<b>125</b>	<b>(317)</b>	<b>1,925</b>
Income tax	31	(217)	(5)	(34)	60	(165)
<b>Net income</b>	<b>1,131</b>	<b>711</b>	<b>84</b>	<b>91</b>	<b>(257)</b>	<b>1,760</b>
<b>Net underlying earnings</b>	<b>1,211</b>	<b>292</b>	<b>120</b>	<b>152</b>	<b>(222)</b>	<b>1,553</b>

## AMERICAS

USD millions	Notes	Q4 2010	Q3 2010	%	Q4 2009	%	FY 2010	FY 2009	%
<b>Underlying earnings before tax by line of business</b>									
Life and protection		242	220	10	237	2	897	903	(1)
<i>Fixed annuities</i>		81	112	(28)	116	(30)	439	334	31
<i>Variable annuities</i>		68	29	134	50	36	216	(348)	-
<i>Retail mutual funds</i>		6	3	100	(3)	-	9	(16)	-
Individual savings and retirement products		155	144	8	163	(5)	664	(30)	-
Employer solutions & pensions		103	101	2	69	49	385	222	73
Life reinsurance		26	4	-	22	18	105	29	-
Canada		15	13	15	21	(29)	54	32	69
Latin America		2	2	-	(2)	-	6	(6)	-
<b>Underlying earnings before tax</b>		<b>543</b>	<b>484</b>	<b>12</b>	<b>510</b>	<b>6</b>	<b>2,111</b>	<b>1,150</b>	<b>84</b>
Fair value items		10	117	(91)	(222)	-	(32)	(123)	74
Realized gains / (losses) on investments		327	121	170	153	114	502	89	-
Impairment charges		(131)	(111)	(18)	(231)	43	(506)	(1,337)	62
Other income / (charges)		(264)	-	-	-	-	(404)	(4)	-
Run- off businesses		(38)	(35)	(9)	(64)	41	(218)	(18)	-
<b>Income before tax</b>		<b>447</b>	<b>576</b>	<b>(22)</b>	<b>146</b>	<b>-</b>	<b>1,453</b>	<b>(243)</b>	<b>-</b>
Income tax		(53)	52	-	120	-	41	940	(96)
<b>Net income</b>		<b>394</b>	<b>628</b>	<b>(37)</b>	<b>266</b>	<b>48</b>	<b>1,494</b>	<b>697</b>	<b>114</b>
<b>Net income / (loss) attributable to:</b>									
Equity holders of AEGON N.V.		394	628	(37)	266	48	1,494	697	114
<b>Net underlying earnings</b>		<b>412</b>	<b>367</b>	<b>12</b>	<b>423</b>	<b>(3)</b>	<b>1,599</b>	<b>1,017</b>	<b>57</b>
Commissions and expenses		1,333	1,167	14	1,159	15	4,816	5,065	(5)
of which operating expenses		514	472	9	559	(8)	1,971	2,249	(12)
<b>New life sales</b>									
	13								
Life single premiums		196	369	(47)	184	7	1,038	606	71
Life recurring premiums annualized		176	184	(4)	197	(11)	727	735	(1)
<b>Total recurring plus 1/10 single</b>		<b>196</b>	<b>221</b>	<b>(11)</b>	<b>216</b>	<b>(9)</b>	<b>831</b>	<b>796</b>	<b>4</b>
Life & protection		129	147	(12)	124	4	531	480	11
Employer solutions & pensions		5	6	(17)	6	(17)	24	29	(17)
Life reinsurance		38	41	(7)	58	(34)	172	206	(17)
Canada		14	15	(7)	20	(30)	60	61	(2)
Latin America		10	12	(17)	8	25	44	20	120
<b>Total recurring plus 1/10 single</b>		<b>196</b>	<b>221</b>	<b>(11)</b>	<b>216</b>	<b>(9)</b>	<b>831</b>	<b>796</b>	<b>4</b>
New premium production accident and health insurance		230	179	28	184	25	773	758	2
<b>Gross deposits (on and off balance) by line of business</b>									
	13								
Life & protection		2	2	-	2	-	10	10	-
<i>Fixed annuities</i>		112	164	(32)	641	(83)	585	4,730	(88)
<i>Variable annuities</i>		1,037	956	8	785	32	3,830	3,372	14
<i>Retail mutual funds</i>		692	861	(20)	859	(19)	3,486	2,408	45
Individual savings & retirement products		1,841	1,981	(7)	2,285	(19)	7,901	10,510	(25)
Employer solutions & pensions		5,744	3,975	45	4,232	36	19,247	16,075	20
Life reinsurance		1	-	-	-	-	3	2	50
Canada		102	100	2	197	(48)	606	403	50
<b>Total gross deposits excluding run-off businesses</b>		<b>7,690</b>	<b>6,058</b>	<b>27</b>	<b>6,716</b>	<b>15</b>	<b>27,767</b>	<b>27,000</b>	<b>3</b>
Run- off businesses		-	-	-	27	-	-	1,309	-
<b>Total gross deposits</b>		<b>7,690</b>	<b>6,058</b>	<b>27</b>	<b>6,743</b>	<b>14</b>	<b>27,767</b>	<b>28,309</b>	<b>(2)</b>
<b>Net deposits (on and off balance) by line of business</b>									
	13								
Life & protection		(14)	(12)	(17)	(10)	(40)	(53)	(56)	5
<i>Fixed annuities</i>		(660)	(584)	(13)	(128)	-	(2,440)	1,248	-
<i>Variable annuities</i>		158	225	(30)	(4)	-	577	599	(4)
<i>Retail mutual funds</i>		(37)	233	-	387	-	971	482	101
Individual savings & retirement products		(539)	(126)	-	255	-	(892)	2,329	-
Employer solutions & pensions		(28)	1,030	-	516	-	3,652	3,374	8
Life reinsurance		(16)	(14)	(14)	(17)	6	(60)	(72)	17
Canada		(156)	(191)	18	(85)	(84)	(1,026)	(272)	-
<b>Total net deposits excluding run-off businesses</b>		<b>(753)</b>	<b>687</b>	<b>-</b>	<b>659</b>	<b>-</b>	<b>1,621</b>	<b>5,303</b>	<b>(69)</b>
Run-off businesses		(1,911)	(1,370)	(39)	(9,430)	80	(8,641)	(19,855)	56
<b>Total net deposits</b>		<b>(2,664)</b>	<b>(683)</b>	<b>-</b>	<b>(8,771)</b>	<b>70</b>	<b>(7,020)</b>	<b>(14,552)</b>	<b>52</b>

## REVENUE-GENERATING INVESTMENTS

	Dec. 31, 2010	Sept. 30, 2010	%
<b>Revenue-generating investments (total)</b>	<b>319,733</b>	<b>316,655</b>	<b>1</b>
Investments general account	125,128	129,925	(4)
Investments for account of policyholders	79,308	75,255	5
Off balance sheet investments third parties	115,297	111,475	3

## THE NETHERLANDS

EUR millions	Notes	Q4 2010	Q3 2010	%	Q4 2009	%	FY 2010	FY 2009	%
<b>Underlying earnings before tax by line of business</b>									
Life and Savings		54	51	6	34	59	186	180	3
Pensions		35	42	(17)	53	(34)	153	174	(12)
Non life		4	3	33	9	(56)	33	29	14
Distribution		(3)	2	-	1	-	16	16	-
Share in underlying earnings before tax of associates		(3)	(1)	(200)	(2)	(50)	(3)	(1)	(200)
<b>Underlying earnings before tax</b>		<b>87</b>	<b>97</b>	<b>(10)</b>	<b>95</b>	<b>(8)</b>	<b>385</b>	<b>398</b>	<b>(3)</b>
Fair value items		18	184	(90)	(31)	-	361	(374)	-
Realized gains / (losses) on investments		1	35	(97)	178	(99)	155	351	(56)
Impairment charges		-	(4)	-	7	-	(11)	(111)	90
Other income / (charges)		5	-	-	-	-	38	-	-
<b>Income before tax</b>		<b>111</b>	<b>312</b>	<b>(64)</b>	<b>249</b>	<b>(55)</b>	<b>928</b>	<b>264</b>	<b>-</b>
Income tax		(30)	(75)	60	(45)	33	(217)	(23)	-
<b>Net income</b>		<b>81</b>	<b>237</b>	<b>(66)</b>	<b>204</b>	<b>(60)</b>	<b>711</b>	<b>241</b>	<b>195</b>
<b>Net income / (loss) attributable to:</b>									
Equity holders of AEGON N.V.		81	237	(66)	204	(60)	711	241	195
<b>Net underlying earnings</b>		<b>70</b>	<b>88</b>	<b>(20)</b>	<b>72</b>	<b>(3)</b>	<b>292</b>	<b>298</b>	<b>(2)</b>
Commissions and expenses		283	248	14	321	(12)	1,058	1,181	(10)
of which operating expenses		205	179	15	258	(21)	748	873	(14)
<b>New life sales</b>									
Life single premiums		737	176	-	638	16	1,551	1,503	3
Life recurring premiums annualized		39	14	179	29	34	93	89	4
<b>Total recurring plus 1/10 single</b>		<b>113</b>	<b>32</b>	<b>-</b>	<b>93</b>	<b>22</b>	<b>248</b>	<b>239</b>	<b>4</b>
Life and Savings		17	18	(6)	21	(19)	83	82	1
Pensions		96	14	-	72	33	165	157	5
<b>Total recurring plus 1/10 single</b>		<b>113</b>	<b>32</b>	<b>-</b>	<b>93</b>	<b>22</b>	<b>248</b>	<b>239</b>	<b>4</b>
New premium production accident and health insurance		6	5	20	4	50	26	17	53
New premium production general insurance		6	6	-	7	(14)	26	26	-
<b>Gross deposits (on and off balance) by line of business</b>									
Life and Savings		403	416	(3)	1,017	(60)	2,036	3,032	(33)
Pensions		87	109	(20)	90	(3)	346	402	(14)
<b>Total gross deposits</b>		<b>490</b>	<b>525</b>	<b>(7)</b>	<b>1,107</b>	<b>(56)</b>	<b>2,382</b>	<b>3,434</b>	<b>(31)</b>
<b>Net deposits (on and off balance) by line of business</b>									
Life and Savings		(282)	(139)	(103)	454	-	(289)	870	-
Pensions		22	56	(61)	42	(48)	68	231	(71)
<b>Total net deposits</b>		<b>(260)</b>	<b>(83)</b>	<b>-</b>	<b>496</b>	<b>-</b>	<b>(221)</b>	<b>1,101</b>	<b>-</b>

## REVENUE-GENERATING INVESTMENTS

	Dec. 31, 2010	Sept. 30, 2010	%
<b>Revenue-generating investments (total)</b>	<b>72,584</b>	<b>73,843</b>	<b>(2)</b>
Investments general account	37,174	37,457	(1)
Investments for account of policyholders	23,057	23,869	(3)
Off balance sheet investments third parties	12,353	12,517	(1)



## UNITED KINGDOM

GBP millions	Notes	Q4 2010	Q3 2010	%	Q4 2009	%	FY 2010	FY 2009	%
<b>Underlying earnings before tax by line of business</b>									
Life		4	23	(83)	10	(60)	60	38	58
Pensions		(8)	-	-	27	-	6	25	(76)
Distribution		(2)	1	-	(8)	75	(5)	(16)	69
<b>Underlying earnings before tax</b>		<b>(6)</b>	<b>24</b>	<b>-</b>	<b>29</b>	<b>-</b>	<b>61</b>	<b>47</b>	<b>30</b>
Fair value items		-	1	-	6	-	(8)	25	-
Realized gains / (losses) on investments		7	-	-	24	(71)	12	70	(83)
Impairment charges		(20)	(2)	-	(49)	59	(30)	(163)	82
Other income / (charges)	8	(11)	12	-	8	-	41	59	(31)
<b>Income before tax</b>		<b>(30)</b>	<b>35</b>	<b>-</b>	<b>18</b>	<b>-</b>	<b>76</b>	<b>38</b>	<b>100</b>
Income tax attributable to policyholder return		6	(23)	-	(8)	-	(57)	(59)	3
<b>Income before income tax on shareholders return</b>		<b>(24)</b>	<b>12</b>	<b>-</b>	<b>10</b>	<b>-</b>	<b>19</b>	<b>(21)</b>	<b>-</b>
Income tax on shareholders return		8	32	(75)	3	167	53	29	83
<b>Net income</b>		<b>(16)</b>	<b>44</b>	<b>-</b>	<b>13</b>	<b>-</b>	<b>72</b>	<b>8</b>	<b>-</b>
<b>Net income / (loss) attributable to:</b>									
Equity holders of AEGON N.V.		(16)	44	-	13	-	72	8	-
<b>Net underlying earnings</b>		<b>(2)</b>	<b>52</b>	<b>-</b>	<b>29</b>	<b>-</b>	<b>103</b>	<b>59</b>	<b>75</b>
Commissions and expenses		164	179	(8)	180	(9)	694	662	5
of which operating expenses		98	102	(4)	110	(11)	390	413	(6)
<b>New life sales</b>									
Life single premiums	9	798	859	(7)	1,037	(23)	3,846	4,123	(7)
Life recurring premiums annualized		110	133	(17)	121	(9)	522	487	7
<b>Total recurring plus 1/10 single</b>		<b>190</b>	<b>219</b>	<b>(13)</b>	<b>224</b>	<b>(15)</b>	<b>907</b>	<b>899</b>	<b>1</b>
Life		15	17	(12)	31	(52)	81	183	(56)
Pensions		175	202	(13)	193	(9)	826	716	15
<b>Total recurring plus 1/10 single</b>		<b>190</b>	<b>219</b>	<b>(13)</b>	<b>224</b>	<b>(15)</b>	<b>907</b>	<b>899</b>	<b>1</b>
<b>Gross deposits (on and off balance) by line of business</b>									
Variable annuities		21	13	62	32	(34)	82	158	(48)
<b>Total gross deposits</b>		<b>21</b>	<b>13</b>	<b>62</b>	<b>32</b>	<b>(34)</b>	<b>82</b>	<b>158</b>	<b>(48)</b>
<b>Net deposits (on and off balance) by line of business</b>									
Variable annuities		10	1	-	27	(63)	45	135	(67)
<b>Total net deposits</b>		<b>10</b>	<b>1</b>	<b>-</b>	<b>27</b>	<b>(63)</b>	<b>45</b>	<b>135</b>	<b>(67)</b>

## REVENUE-GENERATING INVESTMENTS

	Dec. 31, 2010	Sept. 30, 2010	%
<b>Revenue-generating investments (total)</b>	<b>57,641</b>	<b>55,990</b>	<b>3</b>
Investments general account	7,979	8,265	(3)
Investments for account of policyholders	49,662	47,725	4

## NEW MARKETS

EUR millions	Notes	Q4 2010	Q3 2010	%	Q4 2009	%	FY 2010	FY 2009	%
<b>Underlying earnings before tax</b>									
Central Eastern Europe		29	20	45	29	-	95	117	(19)
Asia		(12)	(10)	(20)	(6)	(100)	(39)	(14)	(179)
Spain & France		24	24	-	24	-	87	71	23
Variable Annuities Europe		4	8	(50)	1	-	11	(4)	-
AEGON Asset Management		14	13	8	-	-	46	-	-
<b>Underlying earnings before tax</b>		<b>59</b>	<b>55</b>	<b>7</b>	<b>48</b>	<b>23</b>	<b>200</b>	<b>170</b>	<b>18</b>
Fair value items		-	(9)	-	(2)	-	(10)	3	-
Realized gains / (losses) on investments		-	2	-	-	-	13	5	160
Impairment charges		(11)	-	-	(21)	48	(22)	(27)	19
Other income / (charges)		(40)	(5)	-	(4)	-	(56)	(387)	86
<b>Income before tax</b>		<b>8</b>	<b>43</b>	<b>(81)</b>	<b>21</b>	<b>(62)</b>	<b>125</b>	<b>(236)</b>	<b>-</b>
Income tax		1	(13)	-	(2)	-	(34)	(53)	36
<b>Net income</b>		<b>9</b>	<b>30</b>	<b>(70)</b>	<b>19</b>	<b>(53)</b>	<b>91</b>	<b>(289)</b>	<b>-</b>
<b>Net income / (loss) attributable to:</b>									
Equity holders of AEGON N.V.		9	30	(70)	19	(53)	90	(289)	-
Minority Interest		-	-	-	-	-	1	-	-
<b>Net underlying earnings</b>		<b>49</b>	<b>41</b>	<b>20</b>	<b>36</b>	<b>36</b>	<b>152</b>	<b>110</b>	<b>38</b>
Commissions and expenses		216	175	23	102	112	735	392	88
of which operating expenses		168	134	25	62	171	562	227	148
<b>New life sales</b>									
Life single premiums	13	176	156	13	110	60	674	498	35
Life recurring premiums annualized		58	44	32	63	(8)	208	235	(11)
<b>Total recurring plus 1/10 single</b>		<b>75</b>	<b>60</b>	<b>25</b>	<b>74</b>	<b>1</b>	<b>275</b>	<b>285</b>	<b>(4)</b>
Life		60	50	20	59	2	229	196	17
Associates		15	10	50	15	-	46	89	(48)
<b>Total recurring plus 1/10 single</b>		<b>75</b>	<b>60</b>	<b>25</b>	<b>74</b>	<b>1</b>	<b>275</b>	<b>285</b>	<b>(4)</b>
Central Eastern Europe		27	26	4	22	23	96	76	26
Asia		9	9	-	8	13	37	35	6
Spain & France		39	25	56	44	(11)	142	174	(18)
<b>Total recurring plus 1/10 single</b>		<b>75</b>	<b>60</b>	<b>25</b>	<b>74</b>	<b>1</b>	<b>275</b>	<b>285</b>	<b>(4)</b>
New premium production accident and health insurance		2	1	100	1	100	11	5	120
New premium production general insurance		9	8	13	14	(36)	32	30	7
<b>Gross deposits (on and off balance)</b>									
Central Eastern Europe	13	231	242	(5)	235	(2)	948	801	18
Asia		10	8	25	-	-	53	4	-
Spain & France		23	10	130	32	(28)	89	61	46
Variable Annuities Europe		133	167	(20)	160	(17)	663	622	7
AEGON Asset Management		1,144	3,734	(69)	750	53	7,329	3,329	120
<b>Total gross deposits</b>		<b>1,541</b>	<b>4,161</b>	<b>(63)</b>	<b>1,177</b>	<b>31</b>	<b>9,082</b>	<b>4,817</b>	<b>89</b>
<b>Net deposits (on and off balance)</b>									
Central Eastern Europe	13	140	154	(9)	142	(1)	512	446	15
Asia		8	8	-	-	-	50	2	-
Spain & France		4	(11)	-	(17)	-	22	(34)	-
Variable Annuities Europe		40	71	(44)	21	90	237	129	84
AEGON Asset Management		112	3,071	(96)	(128)	-	3,084	(257)	-
<b>Total net deposits</b>		<b>304</b>	<b>3,293</b>	<b>(91)</b>	<b>18</b>	<b>-</b>	<b>3,905</b>	<b>286</b>	<b>-</b>

## REVENUE-GENERATING INVESTMENTS

	Dec. 31, 2010	Sept. 30, 2010	%
<b>Revenue-generating investments (total)</b>	<b>34,075</b>	<b>33,459</b>	<b>2</b>
Investments general account	2,810	2,890	(3)
Investments for account of policyholders	6,139	5,934	3
Off balance sheet investments third parties	25,126	24,635	2

**Notes:**

1)

For segment reporting purposes underlying earnings before tax, net underlying earnings, commissions and expenses, operating expenses, income tax including associated companies, income before tax including associated companies and value of new business (VNB) are calculated by consolidating on a proportionate basis the revenues and expenses of certain of our associated companies in Spain, India, Brazil and Mexico. We believe that our non-IFRS measures provide meaningful information about the underlying operating results of our business including insight into the financial measures that our senior management uses in managing our business. Among other things our senior management is compensated based in part on AEGON's results against targets using the non-IFRS measures presented here. While other insurers in our peer group present substantially similar non-IFRS measures, the non-IFRS measures presented in this document may nevertheless differ from the non-IFRS measures presented by other insurers. There is no standardized meaning to these measures under IFRS or any other recognized set of accounting standards and readers are cautioned to consider carefully the different ways in which we and our peers present similar information before comparing them.

AEGON believes the non-IFRS measures shown herein, when read together with our reported IFRS financial statements, provide meaningful supplemental information for the investing public to evaluate AEGON's business after eliminating the impact of current IFRS accounting policies for financial instruments and insurance contracts, which embed a number of accounting policy alternatives that companies may select in presenting their results (i.e. companies can use different local GAAPs) and that can make the comparability from period to period difficult. For a definition of underlying earnings and the reconciliation from underlying earnings before tax 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

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.

12) Reconciliation of operating expenses, used for segment reporting, to our IFRS based operating expenses.

	Q4 2010	FY 2010
Employee expenses	538	2,151
Administrative expenses	355	1,182
<b>Operating expenses for IFRS reporting</b>	<b>893</b>	<b>3,333</b>
Operating expenses related to associates	16	64
<b>Operating expenses in earnings release</b>	<b>909</b>	<b>3,397</b>

13) New life sales, gross deposits and net deposits data include results of our associated companies in Spain, India, Brazil and Mexico which are consolidated on a proportionate basis.

14) Operational free cash flow reflect the sum of the return on free surplus, earnings on in-force business, release on required surplus on in-force business reduced by new business first year strain and required surplus on new business. Refer to our Embedded Value 2009 report for further details.

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.

## VALUE OF NEW BUSINESS AND IRR

EUR millions, after tax	VNB		VNB		VNB		VNB		VNB	
	Q4 2010	Q3 2010	%	Q4 2009	%	FY 2010	FY 2009			
Americas	65	51	27	85	(24)	230	293	(22)		
The Netherlands	42	23	83	66	(36)	144	184	(22)		
United Kingdom	9	19	(53)	35	(74)	65	170	(62)		
New Markets	25	27	(7)	30	(17)	116	120	(3)		
<b>Total</b>	<b>141</b>	<b>120</b>	<b>18</b>	<b>216</b>	<b>(35)</b>	<b>555</b>	<b>767</b>	<b>(28)</b>		

EUR millions, after tax	IRR %		IRR%		IRR%	
	Q4 2010	Q3 2010			Q4 2009	
Americas	13.9	12.1			14.7	
The Netherlands	10.9	16.2			14.9	
United Kingdom	10.1	11.4			13.5	
New Markets	36.3	34.1			36.2	
<b>Total</b>	<b>16.8</b>	<b>17.8</b>			<b>17.6</b>	

## MODELED NEW BUSINESS, APE AND DEPOSITS

EUR millions	Notes	Premium business APE				Premium business APE				
		Q4 2010	Q3 2010	%	Q4 2009	%	FY 2010	FY 2009		
Americas	10	297	275	8	235	26	1,084	997	9	
The Netherlands		188	38	-	120	57	377	328	15	
United Kingdom		225	254	(11)	250	(10)	1,047	1,070	(2)	
New Markets		99	80	24	79	25	356	357	-	
<b>Total</b>		<b>809</b>	<b>647</b>	<b>25</b>	<b>684</b>	<b>18</b>	<b>2,864</b>	<b>2,753</b>	<b>4</b>	

EUR millions	Notes	Deposit business Deposits				Deposit business Deposits				
		Q4 2010	Q3 2010	%	Q4 2009	%	FY 2010	FY 2009		
Americas	10	1,410	4,131	(66)	3,022	(53)	13,792	17,753	(22)	
United Kingdom		24	16	50	-	-	91	-	-	
New Markets		219	231	(5)	108	103	1,060	525	102	
<b>Total</b>		<b>1,653</b>	<b>4,378</b>	<b>(62)</b>	<b>3,130</b>	<b>(47)</b>	<b>14,943</b>	<b>18,278</b>	<b>(18)</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	44	1,187	3.7	14.7	139	4,648	3.0	12.8
The Netherlands		42	1,113	3.8	22.3	144	2,491	5.8	38.3
United Kingdom		9	1,379	0.6	3.9	65	6,829	1.0	6.2
New Markets		24	705	3.4	23.8	92	2,721	3.4	25.8
<b>Total</b>		<b>118</b>	<b>4,384</b>	<b>2.7</b>	<b>14.6</b>	<b>440</b>	<b>16,689</b>	<b>2.6</b>	<b>15.4</b>

EUR millions	Notes	Deposit business				Deposit business			
		VNB	PVNB	VNB / PVNB	VNB / Deposits	VNB	PVNB	VNB / PVNB	VNB / Deposits
Americas	11	22	4,049	0.5	1.5	91	21,040	0.4	0.7
United Kingdom		-	24	0.7	0.7	-	91	-	-
New Markets		2	313	0.5	0.7	24	1,678	1.4	2.3
<b>Total</b>		<b>23</b>	<b>4,386</b>	<b>0.5</b>	<b>1.4</b>	<b>115</b>	<b>22,809</b>	<b>0.5</b>	<b>0.8</b>

**Currencies**

Income statement items: average rate 1 EUR = USD 1.3210 (2009: USD 1.4071).

Income statement items: average rate 1 EUR = GBP 0.8544 (2009: GBP 0.8903).

Balance sheet items: closing rate 1 EUR = USD 1.3362 (2009: USD 1.4406).

Balance sheet items: closing rate 1 EUR = GBP 0.8608 (2009: GBP 0.8881).