

A photograph of a man, a young boy, and a dog in a field. The man is sitting on the ground, holding a large wicker picnic basket filled with food. The boy is sitting on his shoulders, and the dog is sitting next to him, looking at the basket. The background is a field of tall grass and trees with yellow and orange leaves, suggesting autumn.

Q3 2016 Results

Alex Wynaendts

CEO

Darryl Button

CFO

The Hague – November 10, 2016

Helping people achieve a lifetime of financial security



Net income of EUR 358 million

Limited impact from assumption changes and model updates

- Realized expense savings and favorable equity markets were more than offset by the effects of adverse US mortality experience and lower interest rates
- Stable Solvency II ratio well within target range; capital generation of EUR 0.3 billion
- Sales growth driven by fee-based deposit businesses



Note: Earnings = underlying earnings before tax; Solvency II ratio is management's best estimate; As of Q3 2016 the results from assumption changes will be reported as part of 'Other income/(charges)'. Previously, these impacts were reflected in underlying earnings or fair value items. The comparative numbers have been updated to reflect this change.

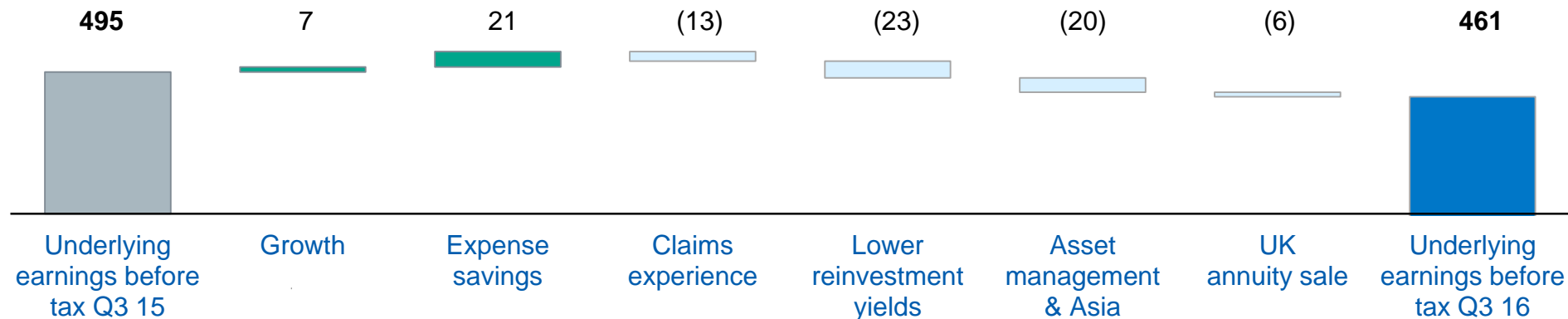
Underlying earnings before tax

Expense savings offset by adverse claims and effect of low rates

- Expense savings program yielding results
- Volatility in mortality claims in US, partly offset by positive morbidity experience
- Low interest rates led to lower reinvestment yields impacting underlying earnings
- Lower earnings from AAM and Asia as a result of investments in future growth, and the sale of the UK annuity portfolio earlier this year

Underlying earnings before tax comparison

(EUR million)



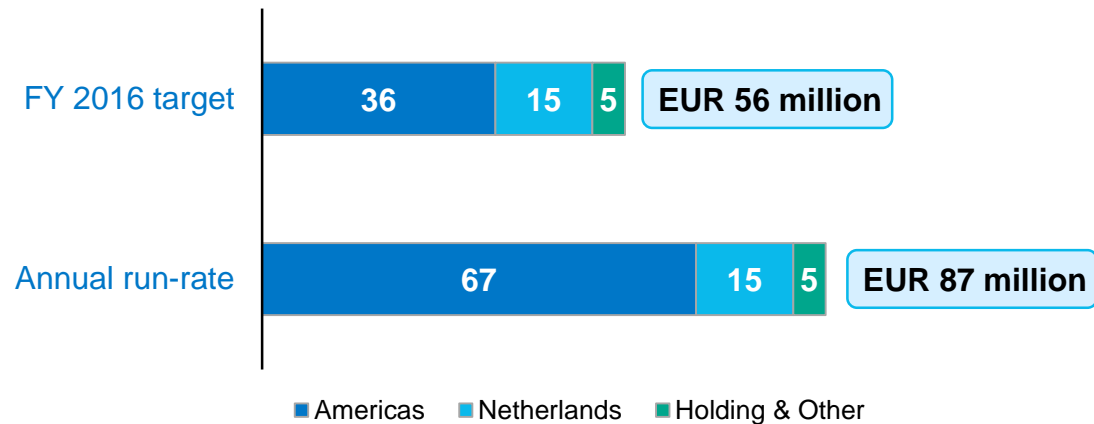
Expense savings ahead of 2016 target

Main driver is strong delivery in Americas

- Implemented annual run-rate expense savings of EUR 87 million in 2016
- Ahead of schedule to achieve EUR 200 million cost savings target by 2018
- Headcount reductions of over 750 positions in 2016 main driver of lower expenses in the US
- Americas operating expenses have decreased ~8% y-o-y despite investments in Mercer

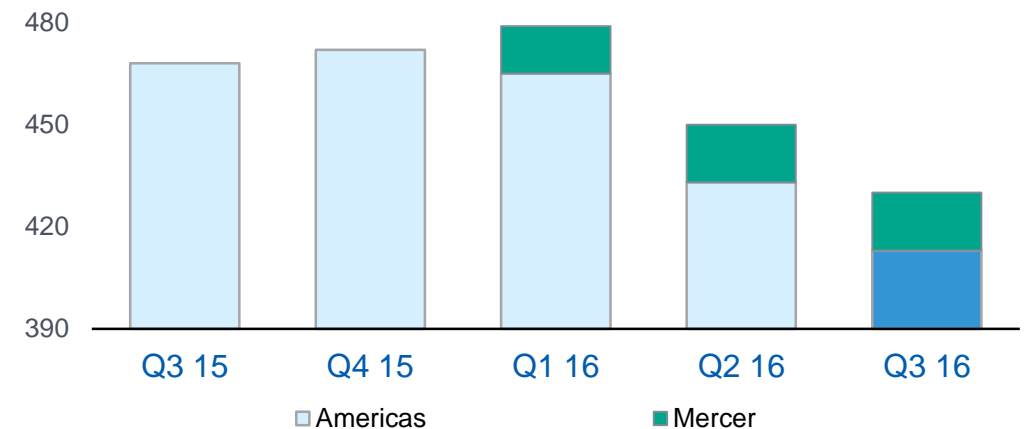
2016 Expense savings

(EUR million)



Americas operating expenses

(USD million)



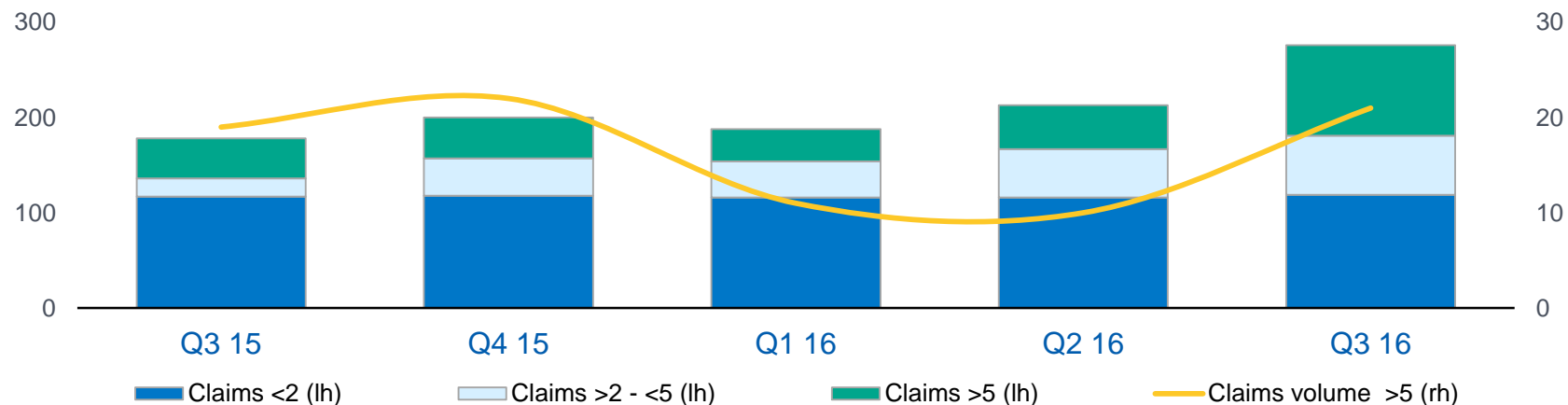
Adverse mortality in the US

Impacted by frequency and severity of large claims

- Adverse net mortality mainly driven by severity of claims of over USD 5 million
- Claims experience this quarter was close to a two standard deviations event, which equates to an expected claims volatility of +/- USD 50 million in 1 out of 10 quarters

Universal life net mortality vs large claims volume

(Net claims in USD million (lh) and claims volume (rh))

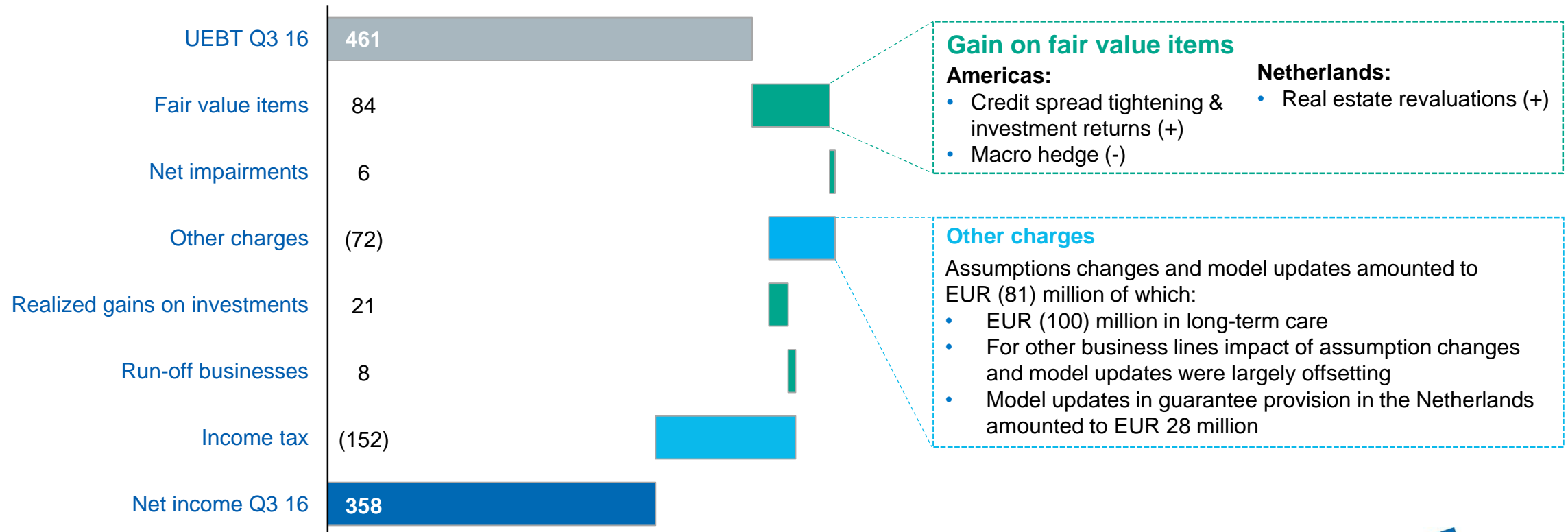


Solid net income

Assumption changes offset by fair value gains

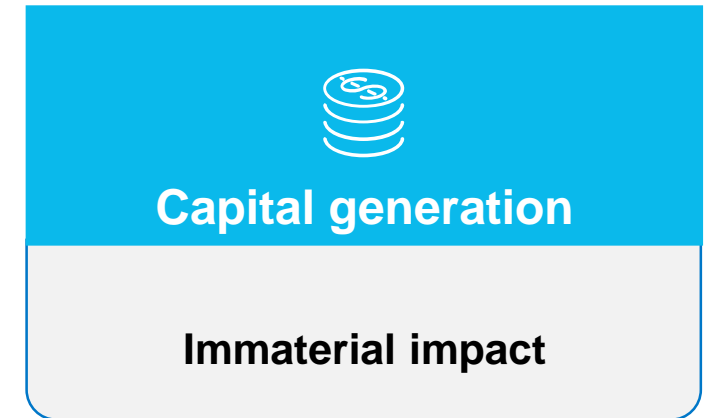
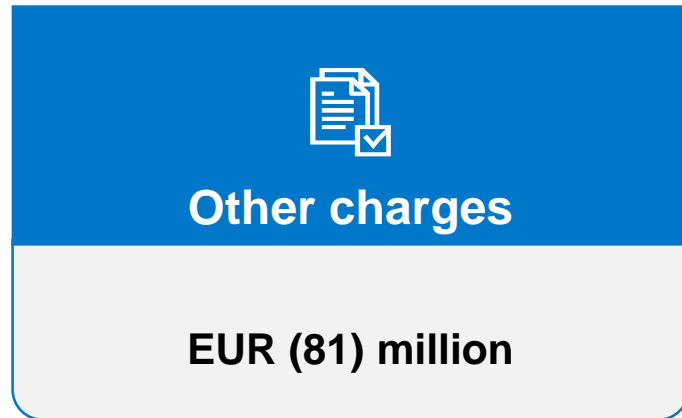
Underlying earnings to net income development in Q3 2016

(EUR million)



Assumption changes and model updates

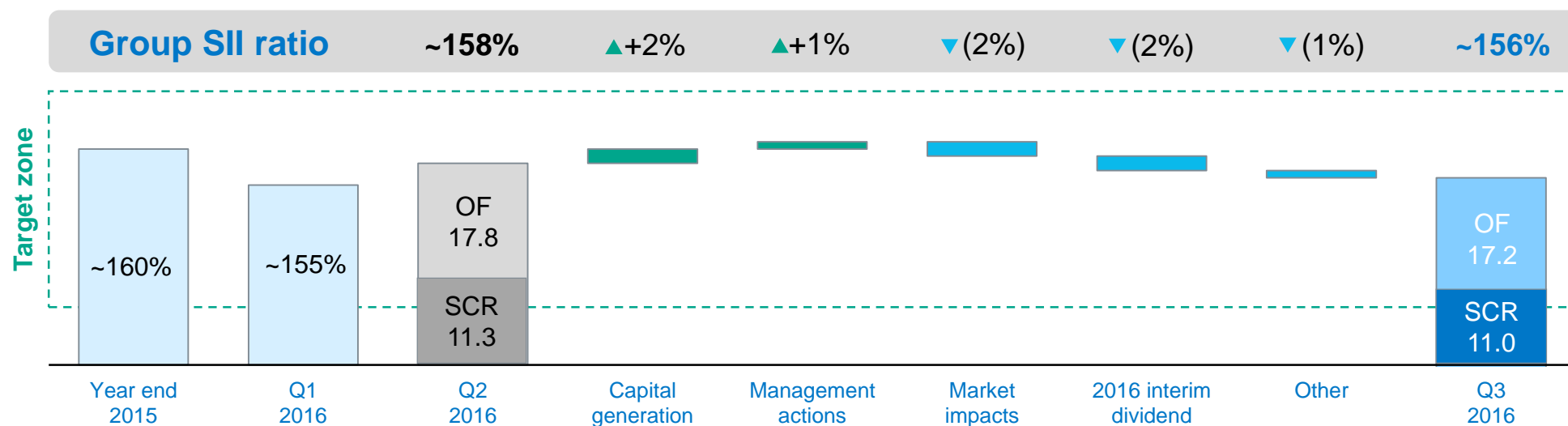
Leading to limited impact across reporting frameworks



- IFRS impact driven by EUR (100) million assumption changes and model updates for long-term care including morbidity, termination rates and utilization assumptions
- Assumption changes and model updates had an immaterial impact on the Solvency II ratio
- No material recurring impact on underlying earnings before tax and Solvency II capital generation

Solvency II ratio of 156%

Ratio remains well within target zone despite adverse market impacts



- Solvency II ratio of ~156% well within desired target zone of 140 - 170%
- Capital generation offset by payment of 2016 interim dividend
- Positive effects from assumption changes in the UK and the Americas were offset by increased longevity expectations in NL
- Adverse market impacts mainly driven by own employee pension plans

Note: OF = Own funds; SCR = Solvency capital requirement

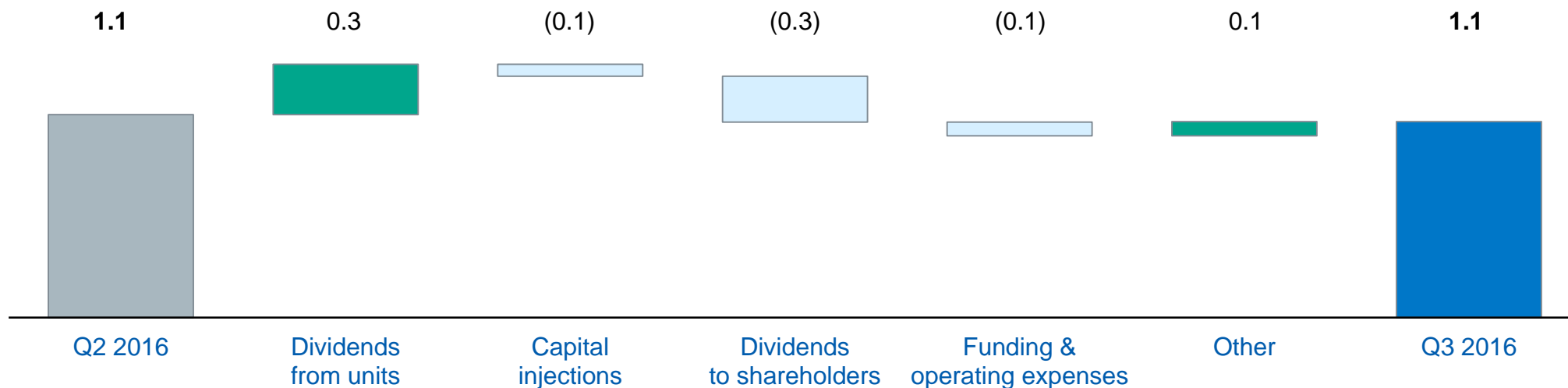
Holding excess capital at EUR 1.1 billion

Dividends from the units offset capital return and holding expenses

- Dividends received from the Americas and Aegon Asset Management
- Remittances were more than offset by dividend, and funding & operating expenses
- Tax benefit at the holding offsets capital injection in growth businesses

Excess capital development

(EUR million)



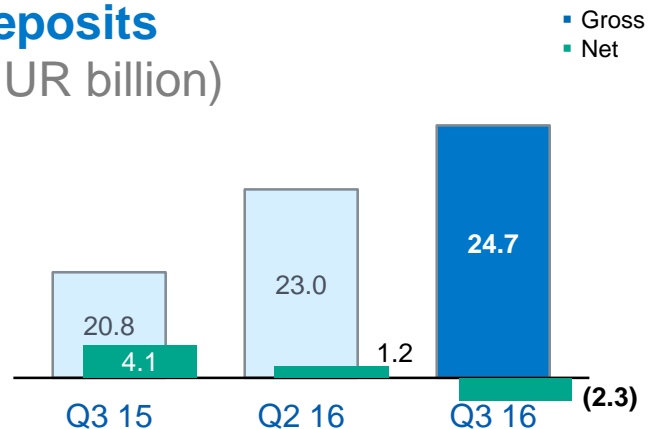
Continued solid gross deposits

Life sales reflects focus on profitability and shift to fee-business

- Higher gross deposits driven by US retirement plans and asset management
 - Net outflows amounted to EUR 2.3 billion driven by EUR 3.5 billion of outflows from acquired Mercer block
- New life sales declined due to lower universal life sales and maintaining a strict pricing policy in the low rate environment
- New premium production for accident & health was down due to product exits in the US

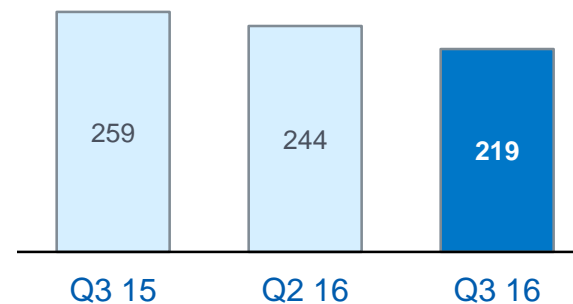
Deposits

(EUR billion)



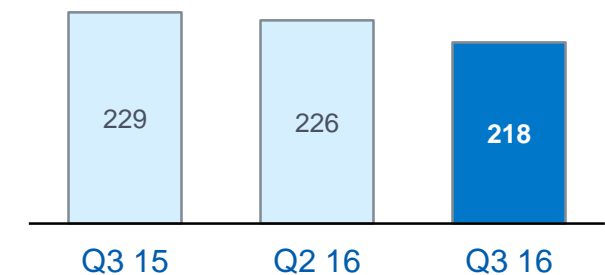
New life sales

(EUR million)



A&H and general insurance

(EUR million)



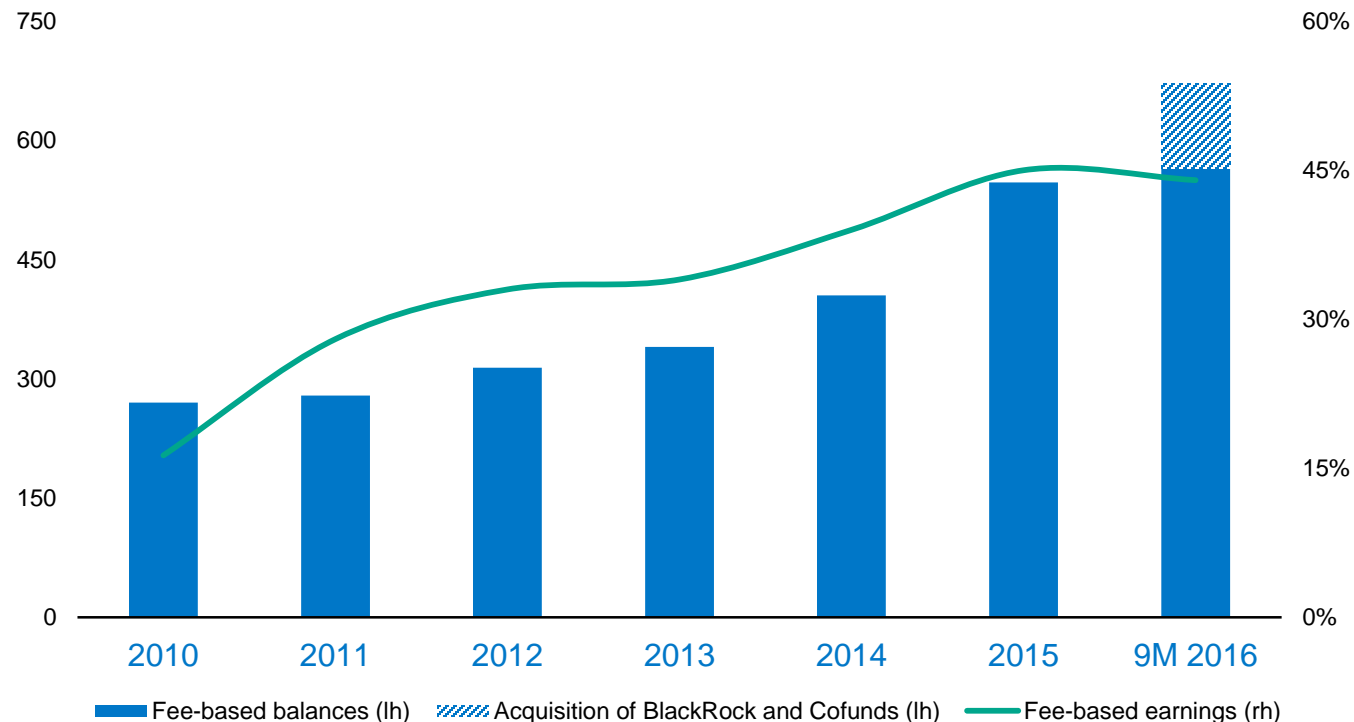
Note: Total sales consists of new life sales plus 1/10th of gross deposits plus new premiums for accident & health and general insurance; gross and net deposits exclude run-off businesses and stable value solutions

Clear transformation

Successful shift from spread- to fee-based businesses

Development of fee-based balances and earnings

(balances in EUR billion and earnings as % of total earnings)



- Strong growth in fee-based earnings; percentage nearly tripled to 44% since 2010
- Organic growth supplemented with acquisitions to enhance growth of fee-based balances to over EUR 650 billion
- Significant growth of fee-based businesses resulting in a higher contribution to free cash flows

Progress on financial targets

Capital return, excess capital and expense savings on track

Commitment	Year-end 2018 target	Year to date 2016 results
Strong sales growth	CAGR of 10%	>10%
Reduce operating expenses	EUR 200 million	EUR 87 million
Increase RoE	10%	7.2%
Excess capital at Holding	EUR 1.0 – 1.5 billion	EUR 1.1 billion
Return capital to shareholders	EUR 2.1 billion	EUR 950 million*

* Includes neutralization of interim dividend paid in shares being executed in Q4 2016

Appendix

**For questions please contact
Investor Relations**

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P.O. Box 85
2501 CB The Hague
The Netherlands



Analyst & Investor conference

Hosted in New York on Thursday December 8, 2016

To register please
contact
Investor Relations

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Aegon at a glance



Focus

Life insurance, pensions & asset management for **30 million customers**



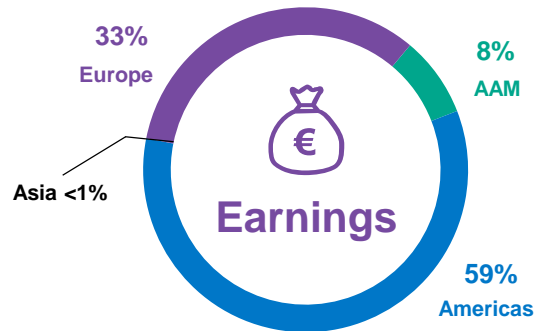
History

Our roots date back to the first half of the **19th century**



Employees

Over 29,000 employees
(September 30, 2016)



Earnings

Underlying earnings before tax of **EUR 1.4 billion** (2016 YTD)



Investments

Revenue-generating investments are **EUR 723 billion** (September 30, 2016)



Paid out

in claims and benefits **EUR 43 billion** (2015)

Responsible business

Embedded in our operations

Our commitment: “To act responsibly and to create positive impact for all our stakeholders”

Putting our customers at the center of what we do

- Deliver products and services customers can trust (market conduct standards)
- Take value for the customer into account at every step of the product development process

Having a responsible investments approach

- Extend Responsible Investment approach to externally managed assets where possible
- Investigate the risks represented by climate change, and adapt our investment strategy if required
- Investigate the investment opportunities in the transition to a low-carbon economy as part of the Impact Investment program

Empowering our employees

- Invest in our workforce by providing training and development opportunities related to the strategic direction of the company
- Create a positive, open working environment that stimulates diversity and inclusion

Promoting retirement readiness

- Educate our customers, employees and society at large on issues surrounding retirement security, longevity and population aging
- Explore opportunities for product and services that improve our customers' Retirement Readiness and promote healthy aging

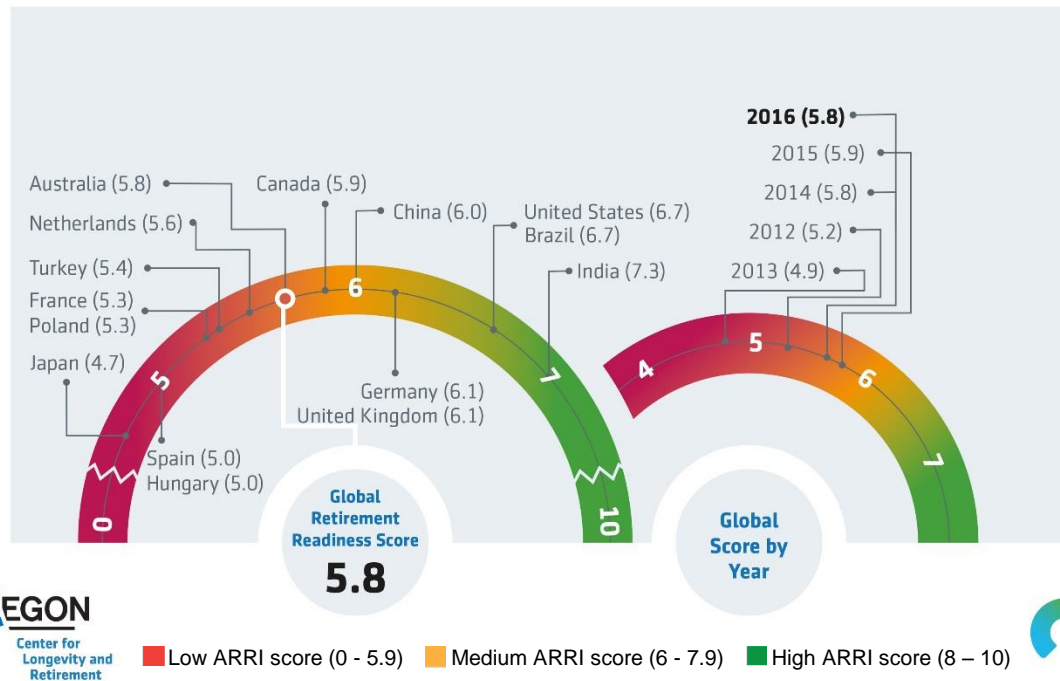
Aegon's approach to sustainability is recognized externally



Raising awareness

Retirement research highlights

Aegon Retirement Readiness Index (ARRI) 2016



Research publication

Published the 5th Aegon Retirement Readiness survey covering 16,000 people in 15 countries



Global presence

Launched new longevity institute in Brazil collaborating with the Aegon Center for Longevity and Retirement in Europe and the Transamerica Institute in the US



Contributing to debate

Presented research at OECD Forum 2016 and testified before US Senate's Special Committee on Aging

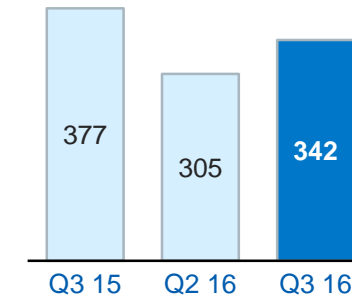
Underlying earnings

Amounted to EUR 461 million

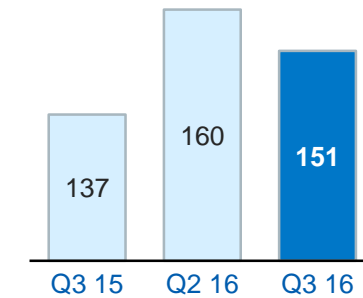
- Lower earnings in Americas as a result of adverse mortality experience and lower reinvestment yields, partly offset by favorable morbidity, lower expenses and favorable equity markets
- Earnings in Europe increased as a result of the write down of DPAC in the UK in 2015
- Asia earnings declined as favorable mortality was more than offset by lower reinvestment yields
- Earnings in asset management decreased resulting from increased expenses and adverse currency movements

Underlying earnings before tax

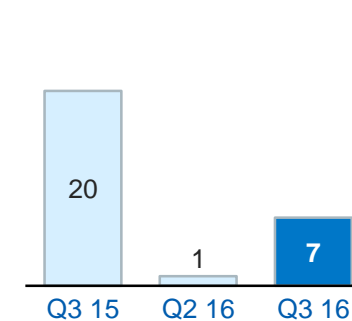
Americas
(USD million)



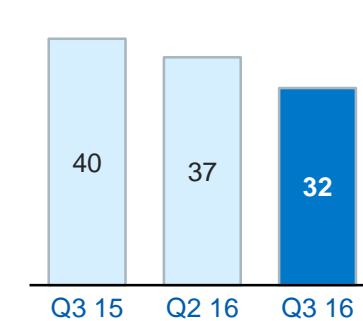
Europe
(EUR million)



Asia
(USD million)



Asset management
(EUR million)



Note: DPAC = Deferred policy acquisition costs

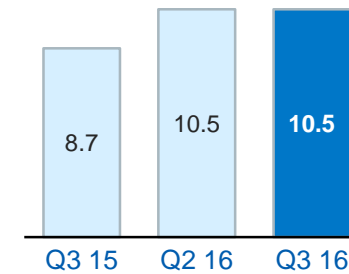
Gross deposits

Increased to EUR 24.7 billion

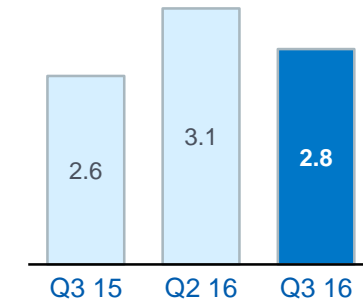
- Gross deposits in the Americas up 20% driven by Retirement Plans resulting from the Mercer acquisition, partially offset by lower deposits in Variable Annuities
- Higher gross deposits in Europe due to continued strong performance from Knab and UK platform
- Gross deposits in Asia increased mainly driven by launch of the foreign currency VA product in Japan and favorable currency movements
- Growth in other third-party gross flows in asset management increased by 22% as a result of higher recognized gross flows in China, and higher gross inflows in the US and NL

Gross deposits

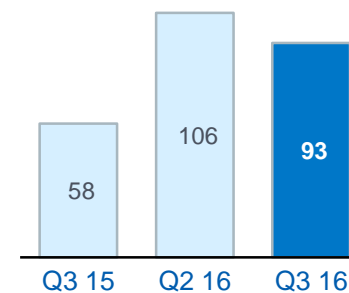
Americas
(USD billion)



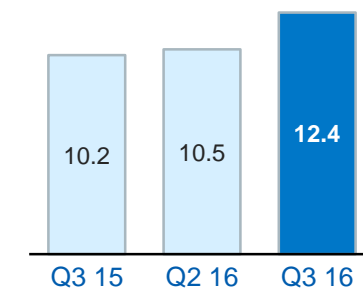
Europe
(EUR billion)



Asia
(USD million)



Asset management
(Third party; EUR billion)



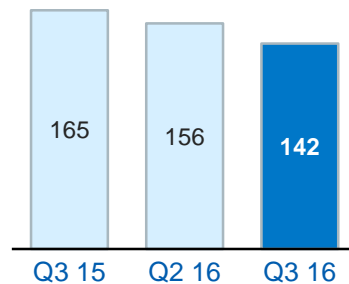
New life sales of EUR 219 million

As a result of strict pricing policy

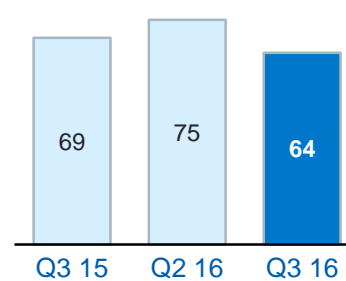
- New life sales in the Americas decreased, driven by all product categories
- New life sales in Europe were down mainly as a result of adverse currency movements
- New life sales in Asia declined, as higher sales in Strategic partnerships were more than offset by lower High Net Worth sales

New life sales

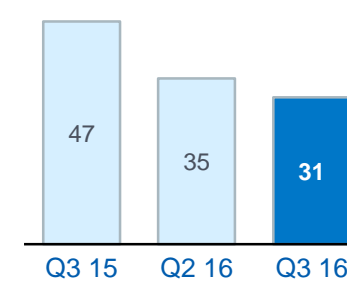
Americas
(USD million)



Europe
(EUR million)



Asia
(USD million)

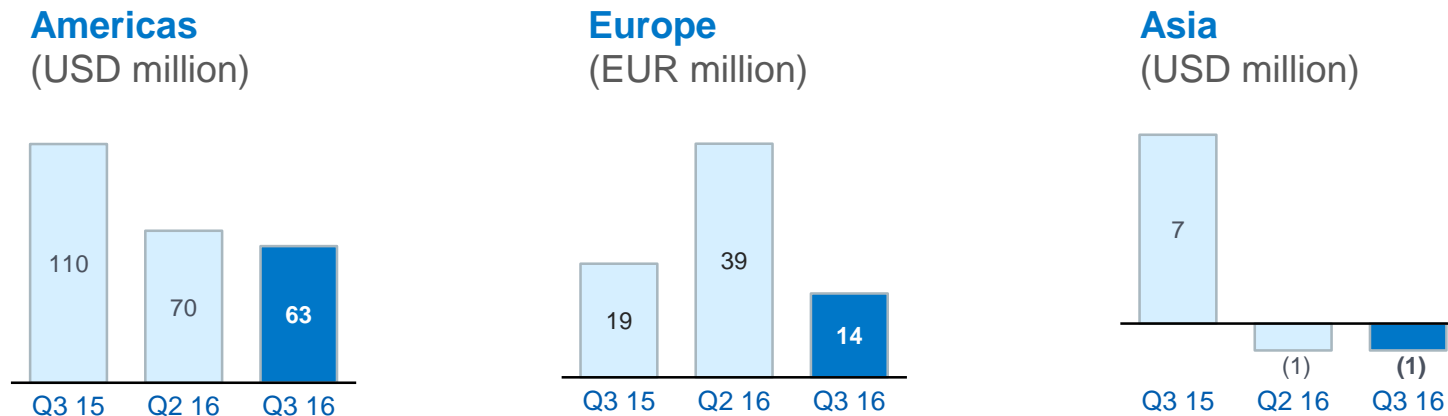


MCVNB of EUR 70 million

Impacted by low interest rates and lower VA sales

- Lower MCVNB in the Americas as a higher contribution from life insurance was more than offset by a lower contribution from Variable Annuities
- MCVNB in Europe down as a higher contribution from mortgages in NL was more than offset by the exclusion of Aegon Bank in NL as of 2016 and the divestment of the UK annuity book
- MCVNB in Asia declined, driven by lower overall sales and low interest rates

Market consistent value of new business



Note: There is no MCVNB recognized on new Asset Management business

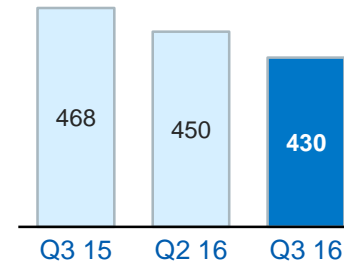
Operating expenses

Decreased to EUR 900 million

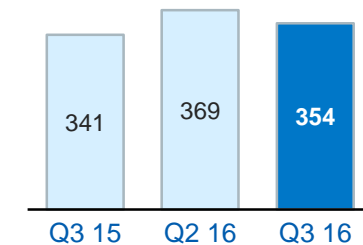
- Operating expenses in the Americas down 8%, as the benefit of cost savings programs and lower variable expenses were partly offset by the Mercer acquisition
- Operating expenses in Europe were up due to higher Solvency II expenses in NL and restructuring and EUR 10 million of acquisition-related expenses in the UK
- Asia's higher operating expenses were mainly the result of the increase in Aegon's stake in its strategic partnership in India from 26% to 49% and investments to strengthen the organization
- Operating expenses in asset management increased due to continued investment in the growth strategy, partly offset by favorable currency movements

Operating expenses

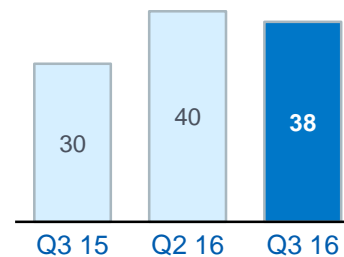
Americas
(USD million)



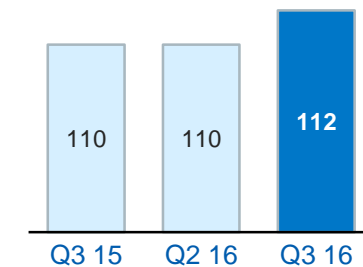
Europe
(EUR million)



Asia
(USD million)



Asset management
(EUR million)



General account investments

By geography

September 30, 2016

amounts in EUR millions, except for the impairment data

	Americas	Europe	Asia	Holding & other	Total
Cash/Treasuries/Agencies	20,272	18,319	293	82	38,967
Investment grade corporates	41,913	5,787	3,514	-	51,213
High yield (and other) corporates	2,887	219	146	-	3,252
Emerging markets debt	1,583	1,286	142	-	3,011
Commercial MBS	5,068	235	533	-	5,837
Residential MBS	4,309	636	84	-	5,029
Non-housing related ABS	3,117	2,321	373	-	5,811
Housing related ABS	-	39	-	-	39
Subtotal	79,150	28,842	5,084	82	113,159
Residential mortgage loans	22	25,817	-	-	25,839
Commercial mortgage loans	7,779	61	-	-	7,840
Total mortgages	7,801	25,879	-	-	33,680
Convertibles & preferred stock	289	2	-	-	291
Common equity & bond funds	530	655	-	78	1,263
Private equity & hedge funds	1,768	156	-	2	1,926
Total equity like	2,587	812	-	80	3,479
Real estate	1,275	1,177	-	-	2,452
Other	654	3,545	-	7	4,206
General account (excl. policy loans)	91,468	60,255	5,084	169	156,976
Policyholder loans	2,050	10	16	-	2,077
Investments general account	93,518	60,265	5,100	169	159,053
Impairments as bps (Q3 2016)	(1)	1	-	-	-

Solvency II sensitivities

As of Q2 2016

Solvency II sensitivities

(in percentage points)

	Scenario	Group	US	NL	UK
Capital markets					
Equity markets	+20%	Negligible (+/- 2%)			
Equity markets	-20%	Negligible (+/- 2%)			
Interest rates	+100 bps	+4%	0%	+14%	+6%
Interest rates	-100 bps	-14%	-14%	-20%	-8%
Credit spreads*	+100 bps	+5%	0%	+14%	+6%
US credit defaults**	~200 bps	-18%	-32%	-	-
Dutch mortgage spreads***	+50 bps	-3%	-	-10%	-
Ultimate Forward Rate	-50 bps	-7%	-	-19%	-

- Group Solvency II ratio well within target zone of capital management policy
- Immaterial sensitivity to equity markets
- UK annuity portfolio divestment fundamentally changed the risk profile of the business
- Lower interest rate starting points increased sensitivities
 - 10-yr government bond yields per June 30, 2016 of 1.47% (US), 0.88% (UK), and 0.01% (NL)
- Base risk related to volatility adjuster can lead to quarterly volatility of the Solvency II ratio

* Credit spreads excluding government bonds

** Additional defaults for 1 year including rating migration

*** Assumes no effect from the volatility adjuster

Capital generation and excess capital

Actual capital generation lower due to adverse market impacts

- Capital generation excluding market impacts and one-time items of EUR 0.3 billion
- Holding excess capital stable at EUR 1.1 billion as net dividends received from the units offset neutralization of 2015 stock dividend, the payment of the 2016 interim cash dividend, and funding & operating expenses

Capital generation

(EUR billion)

Q3 16

Capital generation	0.1
Market impacts & one-time items	(0.1)
Capital generation excluding market impacts & one-time items	0.3
Holding funding & operating expenses	(0.1)
Free cash flow	0.2

Holding excess capital development

(EUR billion)

Q2 16

Q3 16

	Q2 16	Q3 16
Starting position	1.0	1.1
Net dividends received from units	0.6	0.2
Acquisitions & divestments	-	-
Dividends & share buyback	(0.4)	(0.3)
Funding & operating expenses	(0.1)	(0.1)
Leverage issuances/redemptions	-	-
Other	0.0	0.1
Ending position	1.1	1.1

Capital allocated to run-off businesses

Further reduced in 2016

- Ambition to reduce capital allocated to run-off businesses by USD 1 billion by 2018 from 2015 level
- Current capital allocated to run-off businesses of USD 1.4 billion
- Capital intensive run-off businesses negatively impact return on equity
 - Capital allocated to run-off businesses included in RoE calculations, but earnings are excluded

Allocated capital to run-off businesses

(USD billion)

	2012	2013	2014	2015	Q3 2016
▪ Payout annuities	0.5	0.5	0.4	0.4	0.3
▪ Institutional spread-based business	0.6	0.4	0.3	0.3	0.3
▪ BOLI/COLI	0.5	0.5	0.6	0.4	0.4
▪ Life reinsurance	1.1	0.7	0.6	0.6	0.4
	2.7	2.1	2.0	1.7	1.4

Main economic assumptions

Overall assumptions

	US	NL	UK
Exchange rate against euro	1.10	n.a.	0.71
Annual gross equity market return (price appreciation + dividends)	8%	7%	7%

Main assumptions for financial targets

	US	NL	UK
10-year government bond yields	Develop in line with forward curves per year-end 2015		

Main assumptions for US DAC recoverability

10-year government bond yields	Grade to 4.25% in 10 years time
Credit spreads	Grade from current levels to 110 bps over four years
Bond funds	Return of 4% for 10 years and 6% thereafter
Money market rates	Remain flat at 0.2% for two quarters followed by a 9.5-year grading to 2.5%

Investing in Aegon

- Aegon ordinary shares
 - Traded on Euronext Amsterdam since 1969 and quoted in euros
- Aegon New York Registry Shares (NYRS)
 - Traded on NYSE since 1991 and quoted in US dollars
 - One Aegon NYRS equals one Aegon Amsterdam-listed common share
 - Cost effective way to hold international securities

Aegon's ordinary shares

Ticker symbol	AGN NA
ISIN	NL0000303709
SEDOL	5927375NL
Trading Platform	Euronext Amsterdam
Country	Netherlands

Aegon's New York Registry Shares

Ticker symbol	AEG US
NYRS ISIN	US0079241032
NYRS SEDOL	2008411US
Trading Platform	NYSE
Country	USA
NYRS Transfer Agent	Citibank, N.A.

Aegon NYRS contact details

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 E-mail: citiadr@citi.com

AEG
 LISTED
NYSE

Disclaimer

Cautionary note regarding non-IFRS measures

This document includes the following non-IFRS financial measures: underlying earnings before tax, income tax, income before tax, market consistent value of new business and return on equity. These non-IFRS measures are calculated by consolidating on a proportionate basis Aegon's joint ventures and associated companies. The reconciliation of these measures, except for market consistent value of new business, to the most comparable IFRS measure is provided in note 3 'Segment information' of Aegon's Condensed Consolidated Interim Financial Statements. Market consistent value of new business 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. Aegon may define and calculate market consistent value of new business differently than other companies. Return on equity is a ratio using a non-IFRS measure and is calculated by dividing the net underlying earnings after cost of leverage by the average shareholders' equity, the revaluation reserve and the reserves related to defined benefit plans. Aegon believes that these non-IFRS measures, together with the IFRS information, provide meaningful information about the underlying operating results of Aegon's business including insight into the financial measures that senior management uses in managing the business.

Local currencies and constant currency exchange rates

This document contains certain information about Aegon's results, financial condition and revenue generating investments presented in USD for the Americas and Asia, and in 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 Aegon presented in EUR, which is the currency of Aegon's primary financial statements.

Forward-looking statements

The statements contained in this document 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 Aegon. These statements are not guarantees of future performance and involve risks, uncertainties and assumptions that are difficult to predict. Aegon undertakes 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:

- Changes in general economic conditions, particularly in the United States, the Netherlands and the United Kingdom;
- Changes in the performance of financial markets, including emerging markets, such as with regard to:
 - The frequency and severity of defaults by issuers in Aegon's fixed income investment portfolios;
 - 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 Aegon holds; and
 - The effects of declining creditworthiness of certain private sector securities and the resulting decline in the value of sovereign exposure that Aegon holds;
- Changes in the performance of Aegon's investment portfolio and decline in ratings of Aegon's counterparties;
- Consequences of a potential (partial) break-up of the euro;
- Consequences of the anticipated exit of the United Kingdom from the European Union;
- The frequency and severity of insured loss events;
- Changes affecting longevity, mortality, morbidity, persistence and other factors that may impact the profitability of Aegon's insurance products;
- Reinsurers to whom Aegon has ceded significant underwriting risks may fail to meet their obligations;
- Changes affecting interest rate levels and continuing low or rapidly changing interest rate levels;
- Changes affecting currency exchange rates, in particular the EUR/USD and EUR/GBP exchange rates;
- Changes in the availability of, and costs associated with, liquidity sources such as bank and capital markets funding, as well as conditions in the credit markets in general such as changes in borrower and counterparty creditworthiness;
- Increasing levels of competition in the United States, the Netherlands, the United Kingdom and emerging markets;
- Changes in laws and regulations, particularly those affecting Aegon's operations' ability to hire and retain key personnel, taxation of Aegon companies, the products Aegon sells, and the attractiveness of certain products to its consumers;
- Regulatory changes relating to the pensions, investment, and insurance industries in the jurisdictions in which Aegon operates;
- Standard setting initiatives of supranational standard setting bodies such as the Financial Stability Board and the International Association of Insurance Supervisors or changes to such standards that may have an impact on regional (such as EU), national or US federal or state level financial regulation or the application thereof to Aegon, including the designation of Aegon by the Financial Stability Board as a Global Systemically Important Insurer (G-SII).
- Changes in customer behavior and public opinion in general related to, among other things, the type of products Aegon sells, including legal, regulatory or commercial necessity to meet changing customer expectations;
- Acts of God, acts of terrorism, acts of war and pandemics;
- Changes in the policies of central banks and/or governments;
- Lowering of one or more of Aegon's debt ratings issued by recognized rating organizations and the adverse impact such action may have on Aegon's ability to raise capital and on its liquidity and financial condition;
- Lowering of one or more of insurer financial strength ratings of Aegon's insurance subsidiaries and the adverse impact such action may have on the premium writings, policy retention, profitability and liquidity of its insurance subsidiaries;
- The effect of the European Union's Solvency II requirements and other regulations in other jurisdictions affecting the capital Aegon is required to maintain;
- Litigation or regulatory action that could require Aegon to pay significant damages or change the way Aegon does business;
- As Aegon's operations support complex transactions and are highly dependent on the proper functioning of information technology, a computer system failure or security breach may disrupt Aegon's business, damage its reputation and adversely affect its results of operations, financial condition and cash flows;
- Customer responsiveness to both new products and distribution channels;
- Competitive, legal, regulatory, or tax changes that affect profitability, the distribution cost of or demand for Aegon's products;
- Changes in accounting regulations and policies or a change by Aegon in applying such regulations and policies, voluntarily or otherwise, which may affect Aegon's reported results and shareholders' equity;
- Aegon's projected results are highly sensitive to complex mathematical models of financial markets, mortality, longevity, and other dynamic systems subject to shocks and unpredictable volatility. Should assumptions to these models later prove incorrect, or should errors in those models escape the controls in place to detect them, future performance will vary from projected results;
- The impact of acquisitions and divestitures, restructurings, product withdrawals and other unusual items, including Aegon's ability to integrate acquisitions and to obtain the anticipated results and synergies from acquisitions;
- Catastrophic events, either manmade or by nature, could result in material losses and significantly interrupt Aegon's business; and
- Aegon's failure to achieve anticipated levels of earnings or operational efficiencies as well as other cost saving and excess capital and leverage ratio management initiatives.
- This press release contains information that qualifies, or may qualify, as inside information within the meaning of Article 7(1) of the EU Market Abuse Regulation

Further details of potential risks and uncertainties affecting Aegon are described in its filings with the Netherlands Authority for the Financial Markets and the US Securities and Exchange Commission, including the Annual Report. These forward-looking statements speak only as of the date of this document. Except as required by any applicable law or regulation, Aegon 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 Aegon's expectations with regard thereto or any change in events, conditions or circumstances on which any such statement is based.