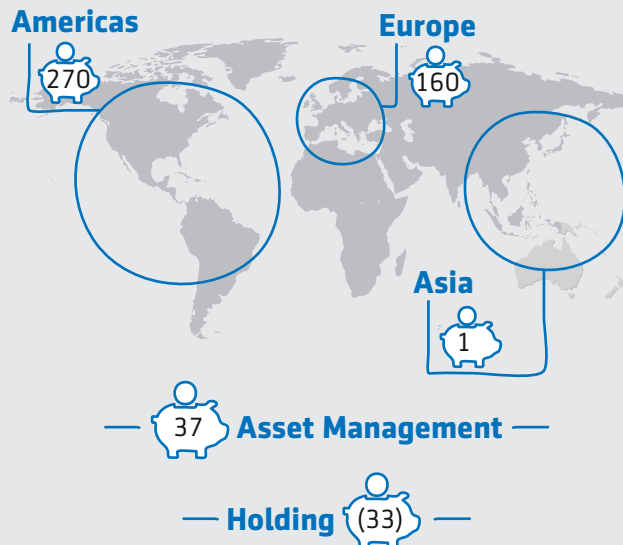


Q2 2016 Results

“Our results this quarter underline the need to accelerate the execution of our strategy.”

Alex Wynaendts
CEO Aegon

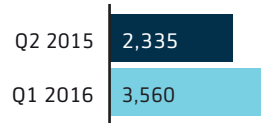
UNDERLYING EARNINGS PER REGION (EUR MILLION)



Sales

2,765

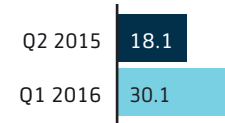
EUR million



Gross Deposits

23.0

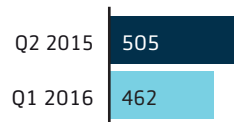
EUR billion



Underlying Earnings

435

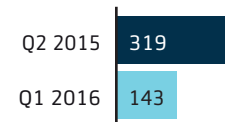
EUR million



Net Income

(385)

EUR million



STRATEGIC OBJECTIVES



Customer Loyalty

We are accelerating our customer strategy in India to enhance customer experience by increasing our specialized direct sales force



Empowered Employees

Aegon improves its digital capabilities by investing in digital knowledge and training: the third class of the Aegon Analytical Academy started this year



Operational Excellence

Kames Capital, Aegon's asset management business in the UK, received the highest possible rating in the United Nation's most recent Principles for Responsible Investment Survey



Optimized Portfolio

Aegon was the first company to receive approval from the Dutch Central Bank to launch 'Stap', a General Pension Fund (APF) in the Netherlands