

About Aegon in North America

Mainly operating under the Transamerica brand, the United States is one of Aegon's three core markets in addition to the Netherlands* and the United Kingdom. North America is also Aegon's largest market. Transamerica's dedicated professionals work to help people look forward and plan for the best life possible while providing tools and solutions that make it easier to get there. Transamerica is a leading provider of life insurance, investments, and retirement solutions in the U.S.



USD 833 million
Operating result
2022



Over **6,150** employees
December 31, 2022

- The companies making up the Transamerica brand date back to the mid-19th century.
- Transamerica provides a broad range of life insurance and investment products, individual and group pension plans, as well as asset management services.
- The company uses a variety of distribution channels to help customers access its products and services in the way they prefer, from advisors and brokers to worksite and direct channels.
- The company is headquartered in Baltimore, Maryland with significant operations in Cedar Rapids, Iowa and Denver, Colorado.

Live your best life

Longer lifespans are changing the way we exist. Instead of the traditional life stages of learn, work, and retire, we now have the potential for a more fulfilling, multi-stage life. With this opportunity comes the need to plan for it. Transamerica empowers an extended community of financial professionals, employers, brokers, agents, and advisors to energize clients and employees to seize the opportunities longevity brings. So, no matter where someone is on their journey, Transamerica can help them develop the freedom and the confidence to live the life they want.

Transamerica works closely with research-driven organizations that are leaders in their fields. They collaborate with Massachusetts Institute of Technology (MIT) AgeLab in long-term research to design, develop, and deploy innovations that impact how the world's aging population will live, work, and play in the future. They also tap into the latest learnings and science affecting people's finances and health through

the nonprofit Transamerica Institute® and Georgetown University's AgingWell Hub. Transamerica also supports golfers who share their commitment to healthy futures by sponsoring PGA TOUR winner Zach Johnson and LPGA star Azahara Muñoz..

The United States is the world's largest life insurance market, accounting for more than 20% of the total global market¹⁾.

Fast facts US market¹⁾

Life expectancy at birth (2055)	84.37 years
Percentage of population over 65 (2055)	24%
Life insurance premiums (2021)	USD 610 billion
Non-life insurance premiums (in USD, 2021)	USD 2,109 billion
Penetration rate life (premiums as % of GDP; 2021)	2.6%
Gross Domestic Product per capita (2021)	USD 69.288

¹⁾ Sources: UN, Swiss Re., World Bank, Statista.com

A 100-year life changes every aspect of living. It creates an extensive agenda for governments that goes beyond retirement, including education, vitality, the environment and a whole range of broader social concerns. We are committed to helping society adapt to these changes.

* On October 27, 2022, Aegon announced that it has reached an agreement with a.s.r. to combine its Dutch pension, life and non-life insurance, banking, and mortgage origination activities with a.s.r. The closing of the transaction is subject to customary conditions. Based on the required steps, and necessary approvals, the transaction is expected to close in the second half of 2023.

Fast facts

CEO	Will Fuller
Business lines	Life, long term care and supplemental health insurance, annuities, mutual funds, employee benefits, retirement plans, individual retirement accounts, Advice Center, and stable value solutions.
Main distribution channels	Agents, advisors, direct and worksite marketing.