



Global Community Investment Framework

A guide to our community activities,
for employees and partners

December 2023







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A letter from our CEO



The American journalist Bill Vaughan famously said “the price of power is responsibility for the public good.”

At Aegon, it’s a sentiment we hold dear.

Since our inception in the middle of the 19th century, we’ve strived to use our size and influence for the greater good – investing around EUR 10 million in community projects every year, and developing a robust and ever-evolving sustainability strategy that’s the envy of our industry.

Today, as a global business serving close to 30 million customers and managing revenue-generating investments of more than EUR 760 billion, we are better placed than ever to make a positive difference. As a company dedicated to helping all people live their best lives, we see it as our moral imperative.

This document outlines our full criteria for community investment. Whether you’re an Aegon colleague looking to kickstart a new initiative, or a potential community investment partner, your journey starts here.

Here’s to helping every community live its best life.

Lard Friese
CEO of Aegon

Why we help



All our community investment activities are rooted in our purpose

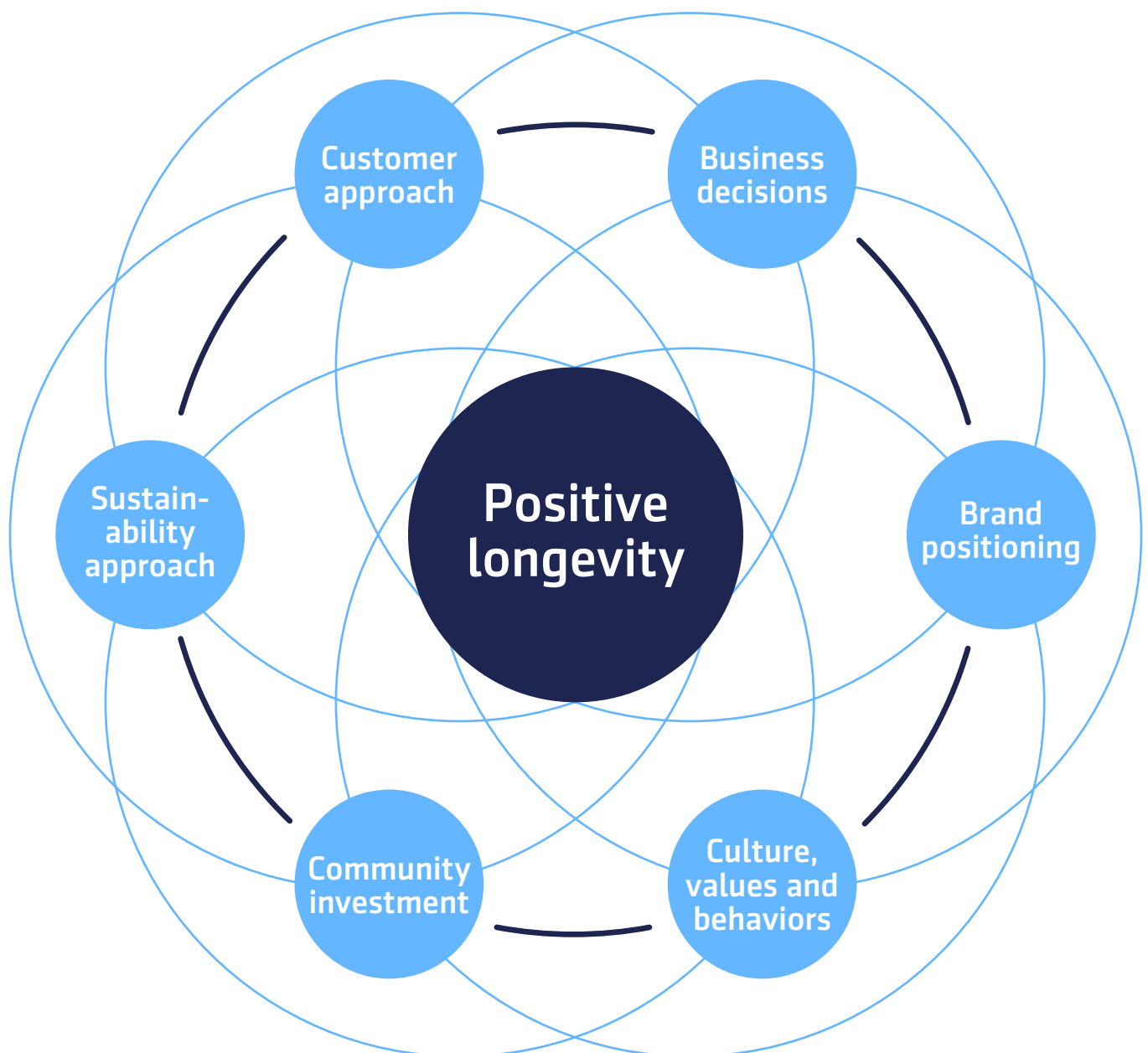
Humans are living longer. At Aegon, we're excited by the opportunities this brings. We are here for everyone who wants to make the most of their time on the planet and leave it a little better than they found it – however grand or humble their ambitions.

Longevity changes every aspect of living. A long, well-lived life requires a balance of getting the financials right and taking care of the non-financials, from skills and capabilities to health and relationships. We are committed to helping individuals and society navigate the changes and make the most of living longer through our expertise, products, commitment to sustainability and community investment programs.

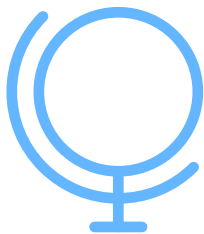
That's why our purpose is:

Helping people live their best lives.

Our purpose feeds into all aspects of our business



It's also integral to our sustainability approach



Our commitment to climate change

Our surroundings play a vital role in our overall wellbeing. People tend to be healthier and happier, when they inhabit greener, cleaner, safer, healthier environments. As an insurance company, Aegon can support the transition to a climate-resilient economy and a net-zero world using both sides of its balance sheet.



Our commitment to inclusion

Our promise to help people live their best lives extends to the many, not the few. We aim to play an active part in a positive future by empowering individuals from all backgrounds. And we work hard to drive greater equity and equality through our products, as well as our community efforts to promote financial inclusion and social connection.

Our community investment goals

1 **Deliver on our purpose**, by helping people in our communities to live their best lives

2 **Take a clear stand on the promise** we are making to our stakeholders

3 **Leave the world a little better** than we found it

4 **Engage** as many of our colleagues as possible to deliver on our purpose

How and who we help



Our community investments are focused on inclusion

Global life expectancy may be soaring. But the gift of a long, happy and prosperous life is not spread equally across the world population.

This is why we focus our community investment efforts on inclusion. We do this by empowering people financially and socially. We use our expertise and scale, and work together with partners that offer financial and social opportunities to those who lack them, helping more people live their best lives and achieve their full potential.

This is a global approach that allows for specific areas of local focus. We gauge our success through careful, regular impact measurement.

Who do we help?

Aegon's ambition is to help make our communities more inclusive so that people in them can live longer, more fulfilling lives.

There are countless factors that can prevent individuals from living their best lives. Discrimination as a result of age, gender, sexuality or religion. Financial hardship. Lack of education. Lack of opportunity, role models or relevant skill sets.

Therefore, we look for ways to **socially** and **financially** empower these groups of people in our communities, helping them live a longer, fuller life.

How do we help?

We support local community investment initiatives that focus on social empowerment and financial empowerment.

With social empowerment, we are looking for partnerships that enhance the **opportunities and capabilities** of people in our communities. Broadening their social networks, interactions and aspirations. Providing them with access to essential services. Enabling them to be more adaptable in their future.

With financial empowerment, we are looking for partnerships that **build financial awareness, knowledge and skills**, and provide people with relevant tools to become more financially resilient.

How we choose



Before we invest in a community initiative, we ask the following questions:

- Does the initiative encourage **autonomy and self-reliance** of the people in our local communities?
- Does the initiative empower people **socially** within our communities by enhancing their adaptability, skills and capabilities?
- Does the initiative empower people **financially** within our communities by building financial awareness and knowledge and providing relevant tools?
- Is the initiative active in a **market** in which Aegon operates?
- Does the initiative include opportunities for employees and other stakeholders to **contribute** (time, effort, knowledge)?
- Is the initiative **distinctive and innovative**?

live your life best

With country specific queries and requests,
please send an email to:

- US, Aegon Transamerica Foundation:
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