

Central & Eastern Europe Executing our strategy



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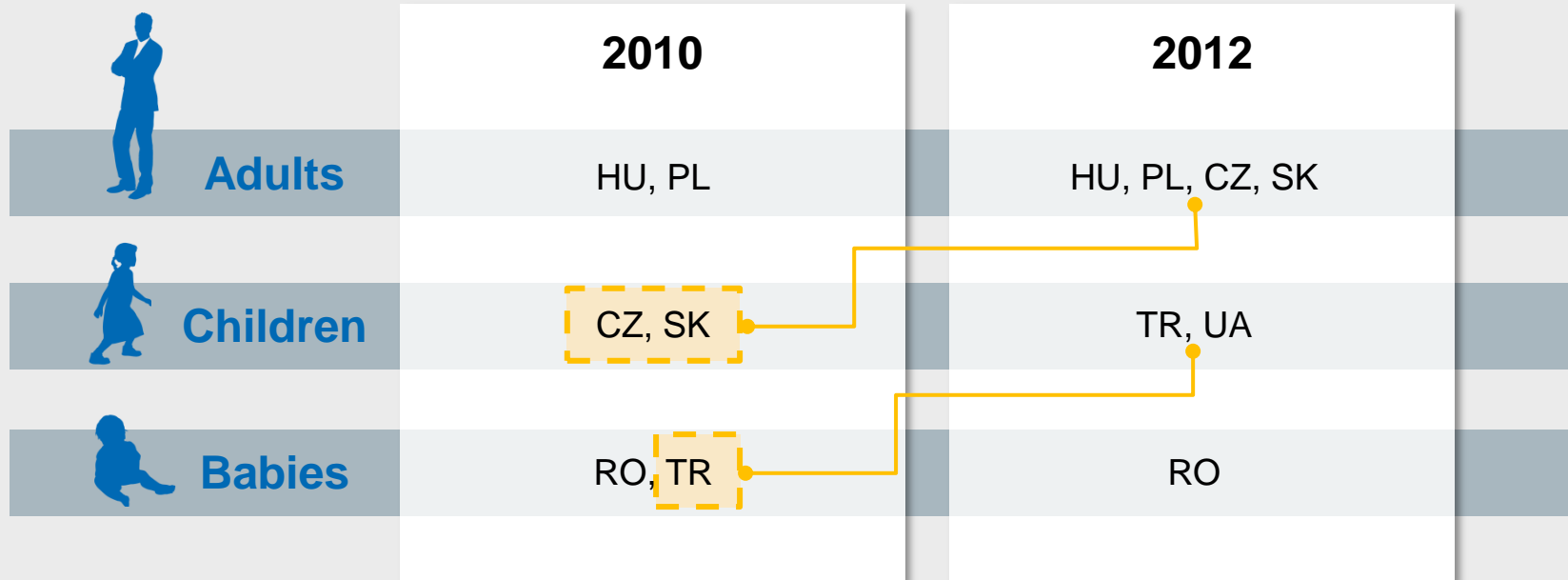
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Key messages

- Achieving critical mass through organic growth and add-on acquisitions
- Strategic transformation spurs sales growth and client retention
- Focus on risk & rider production leads to profitable growth
- Dealing with regulatory challenges and market environment
- Growth is self funded as a consequence of solid returns



Our CEE franchises are obtaining critical mass



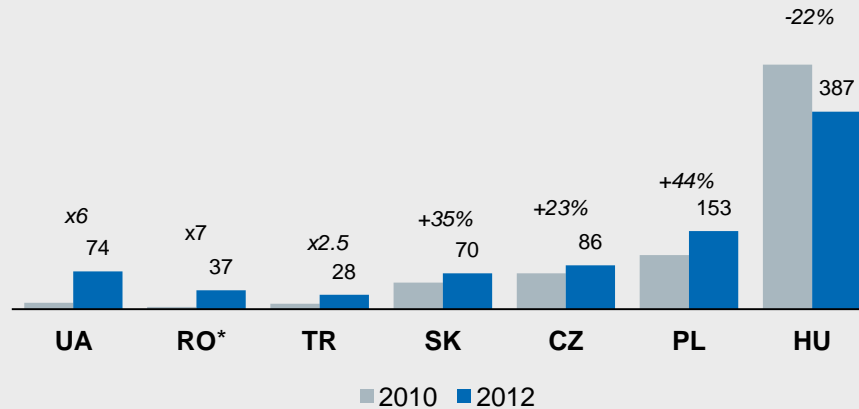
Achieving the critical mass in regular life in every country unit

Growing our position in CEE

- Strong player in mass market in Hungary and Ukraine
- Poland & Turkey solid position in high-end market
- Risk/rider specialist in Czech Republic and Slovakia
- Strengthened Romanian business organically and via acquisition of Eureka portfolio

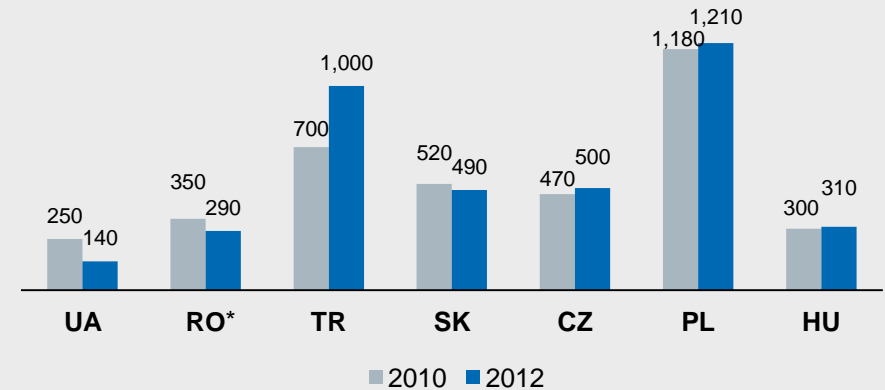
Number of life insurance policies

(in '000)



Average annual premium per policy

(in EUR)



* 2012 pro forma for Eureka acquisition

Strategic transformation leads to improved customer satisfaction



- Product innovation (Hungary, Poland, Turkey)
- Leverage success in Hungarian non-life market in other CEE markets
- Profitable growth through increased focus on risk/riders



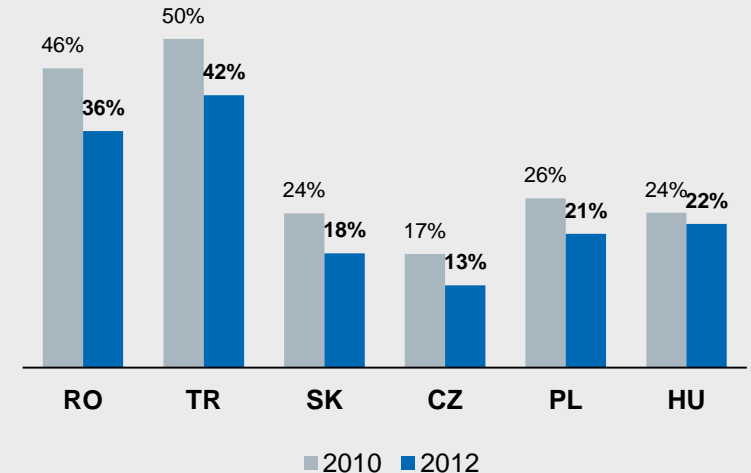
- e-Service
- Loyalty bonus for customers
- Lower lapse rates due to customer centricity



- Diversified distribution capabilities
 - ▶ Tied agents, broker channel, bancassurance
- Control of sales process
- Clear fee structures

First year lapse rates per country

(in %)



Leverage success in Hungarian non-life market in other CEE markets

Defending our profitable household portfolio

Selective price competition in car business (niche player with profit)

Successful trials in online in Hungary (innovation)

Continuous very good combined ratios

	Non-life combined ratios		
	2010	2011	2012
Household	98%	80%	78%
Motor third party liability	109%	96%	113%
Casco	78%	81%	87%

Success in Hungarian non-life market exported to Slovakia and Poland

Increase the risk & rider production: effective strategy for profitable growth

Risk & rider product in CEE region	2011	2012	Change*
Premium income (EUR million)	55	61	+11%
APE (EUR million)	17	21	+23%
Risk & rider premium income / Total premium income	17%	18%	+6%
Risk & rider APE / Total APE	15%	18%	+19%

- Quick, tailor-made development for customer needs (e.g. disability, critical illness, health)
- Special underwriting knowledge in all country units
- Knowledge transfer inside Aegon (e.g. Return of Premium product)
- Trials on direct to consumer (Hungary & Turkey)

Acquisition of Eureko Romania

Scope & structure

- Take over of Eureko's life insurance portfolio in Romania
- Merger of Aegon Romania's Pillar II pension fund with Eureko's Romanian Pillar II fund
- Acquisition of Eureko's Romanian Pillar III fund

Aegon's position post-deal

- Life¹⁾
 - ▶ ~ 37,000 policies; ranks #9
 - ▶ Endowment, term and unit-linked products
- Pension²⁾
 - ▶ Pillar II: ~ 670,000 participants; ranks #3
 - ▶ EUR 190 million of assets under management

¹⁾ Pro forma positions as per 30/09/2012 – Source: National Association of Insurance and Reinsurance Companies from Romania

²⁾ Pro forma positions as per 31/12/2012 – Source Private Pension System Supervisory Commission

Exchange rate: EUR/RON = 1/4.4

Transaction rationale Eureko Romania

- Romania is key growth market in Central & Eastern Europe
 - ▶ Population: 21.5 million
 - ▶ Low life insurance penetration rate¹⁾ of 0.3% compared with 4.7% for Western Europe
- Increase size of portfolio in Romania with synergy opportunities
 - ▶ Cross-selling opportunity
 - ▶ Product offering improvement
 - ▶ Synergy in portfolio management and administration (cost per policy decrease)
- Improved market position leads to better performance
 - ▶ Break-even two years earlier, operation with scale in three to five years

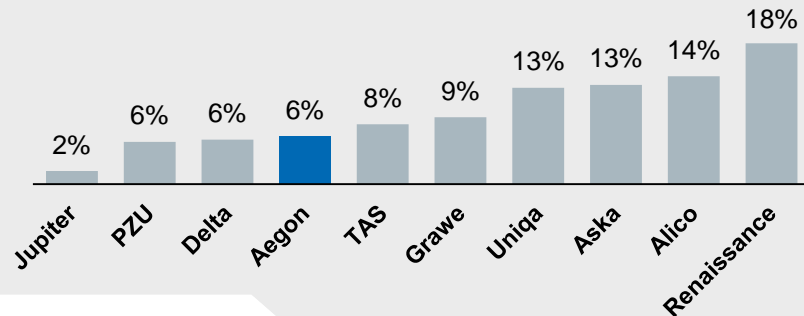
Pursuing opportunities in Ukraine through acquisition of Fidem Life

Ukraine life insurance market

Population	45.2 million
Life expectancy at birth (years)	70.4
Population over 65	13.8%
GDP per capita	USD 3,642
Real GDP growth	5.1%
Consumer prices (y-o-y)	9.0%
Life insurance market penetration	0.1%

Aegon Life position in Ukraine

(2012 market share in GWP)

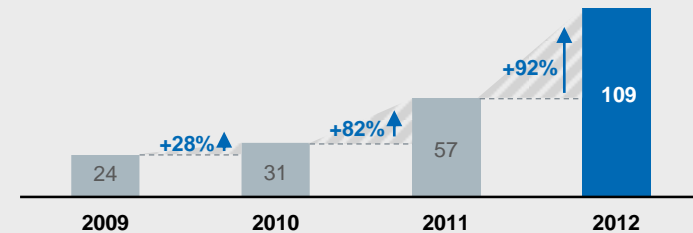


Aegon Ukraine

- Compounded GWP growth of 66% 2009-2012
- Main focus on sales of individual endowment policies
- Diversified tied agent network
 - Single largest agent network in the country
 - Present in all regions of Ukraine with 29 offices, 1,000+ agents
- Strong presence in other distribution channels
 - #4 in bancassurance
 - #6 in brokerage
 - #5 in other channels

Gross written premiums Aegon Ukraine

(UAH million)



Strategic rationale entering into Ukraine market

Strong distribution capacity; largest tied agent network

Product offering improvement via existing CEE operations

Unit-linked market as a potential growth opportunity

Very capable management team

Dealing with regulatory changes and market circumstances in pensions

Challenging environment

Hungary	Nationalization of second pillar pension funds
Poland / Slovakia	Serious contribution cut / further steps under discussion
Czech Republic	Unsuccessful introduction of second pillar (Aegon did not participate)

Our approach to deal with challenges

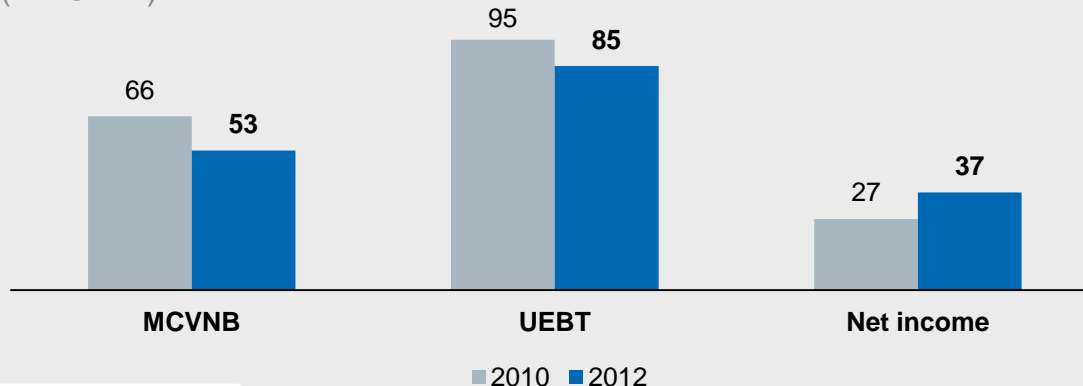
- No further investments in mandatory pensions in most countries
- Active in voluntary pension funds if market is sizeable enough (e.g. Hungary)
- Streamlined organizations to size of activities
- Invest in portfolio in markets without government interference (Romania)

Financial results in CEE

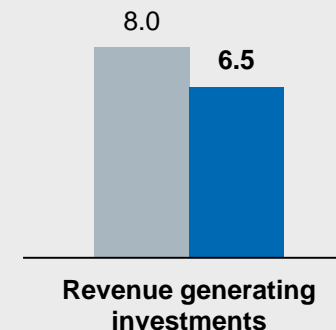
- Underlying earnings development in line with plans and impacted by pension changes
- Mortgage portfolio quality impacted by legal changes and economic situation
- Positive development in technical profit (good underwriting, selected portfolio)
- MCVNB decreased slightly because of product improvements for clients
- New acquisitions have a small negative impact on underlying earnings in coming 2-3 years
- Self financing organic growth with dividend capacity to the holding

Development of financial results

(in EUR m)



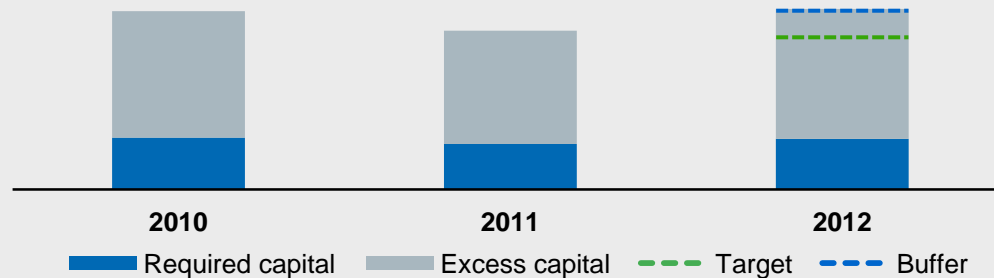
(in EUR billion)



Capital optimization

- Capital light business model
 - ▶ Branchification (e.g. Aegon Romania, Household in Slovakia and Poland)
 - ▶ Lower capital requirements in Turkey due to legal restructuring in 1Q13
- Reduced mortgage growth in Hungary
- CEE central modeling team; product pricing for the whole region done in Poland
- Well capitalized; able to fund growth and pay dividends to the holding
- Local requirements form the main constraint for CEE

CEE capital position on local regulatory basis



Clear targets to support overall Group targets

Achieve a
return on capital* of

13-17%

by 2015

Grow underlying earnings
before tax by

15%

on average per annum
between 2010 and 2015

Grow technical
earnings to

~50%

of underlying earnings
by 2015

Increase annual operational
free cash flow by








>50%

by 2015

Appendix



Life Insurance market – Aegon’s position

Country		Gross written Premiums ¹ (EUR million)	Market share life insurance ³ (by GWP)	Rank life insurance ³ (by GWP)	
				2011	2012
Hungary ⁴		120	9%	5	6
Ukraine		10	6%	7	7
Slovakia		31	3%	10	11
Poland ²		202	2%	13	13
Czech Republic		56	2%	14	14
Turkey		24	2%	16	13
Romania ⁵		5	1%	16	13

1. Full year 2012 (IFRS accounting figures)







2. Unit-linked business only

3. Latest available market share data (based on local accounting figures) and based on regulatory statistics

4. Based on regular premium income

5. Excluding impact of Eureko Romania acquisition

Pension market – Aegon's position

Country		Members in mandatory and voluntary pension*	Market share in pension	Rank in pension	
				2011	2012
Hungary (voluntary)		192	16%	3	3
Slovakia (mandatory)		182	12%	4	4
Poland (mandatory)		959	6%	6	7
Romania** (mandatory)		235	4%	8	8
Czech Republic (voluntary)		102	2%	8	8
Turkey (voluntary)		58	2%	12	12

* In thousands

** Excluding impact of Eureko Romania acquisition



Transform Tomorrow

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Disclaimer

Cautionary note regarding non-IFRS measures

This document includes the non-IFRS financial measures: underlying earnings before tax, income tax, income before tax and market consistent value of new business. 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. Aegon believes that its 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 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;
- The frequency and severity of insured loss events;
- Changes affecting 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, the products Aegon sells, and the attractiveness of certain products to its consumers;
- Regulatory changes relating to the insurance industry in the jurisdictions in which Aegon operates;
- Changes in customer behavior and public opinion in general related to, among other things, the type of products also 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 may affect Aegon's reported results and shareholders' equity;
- 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 initiatives.

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.