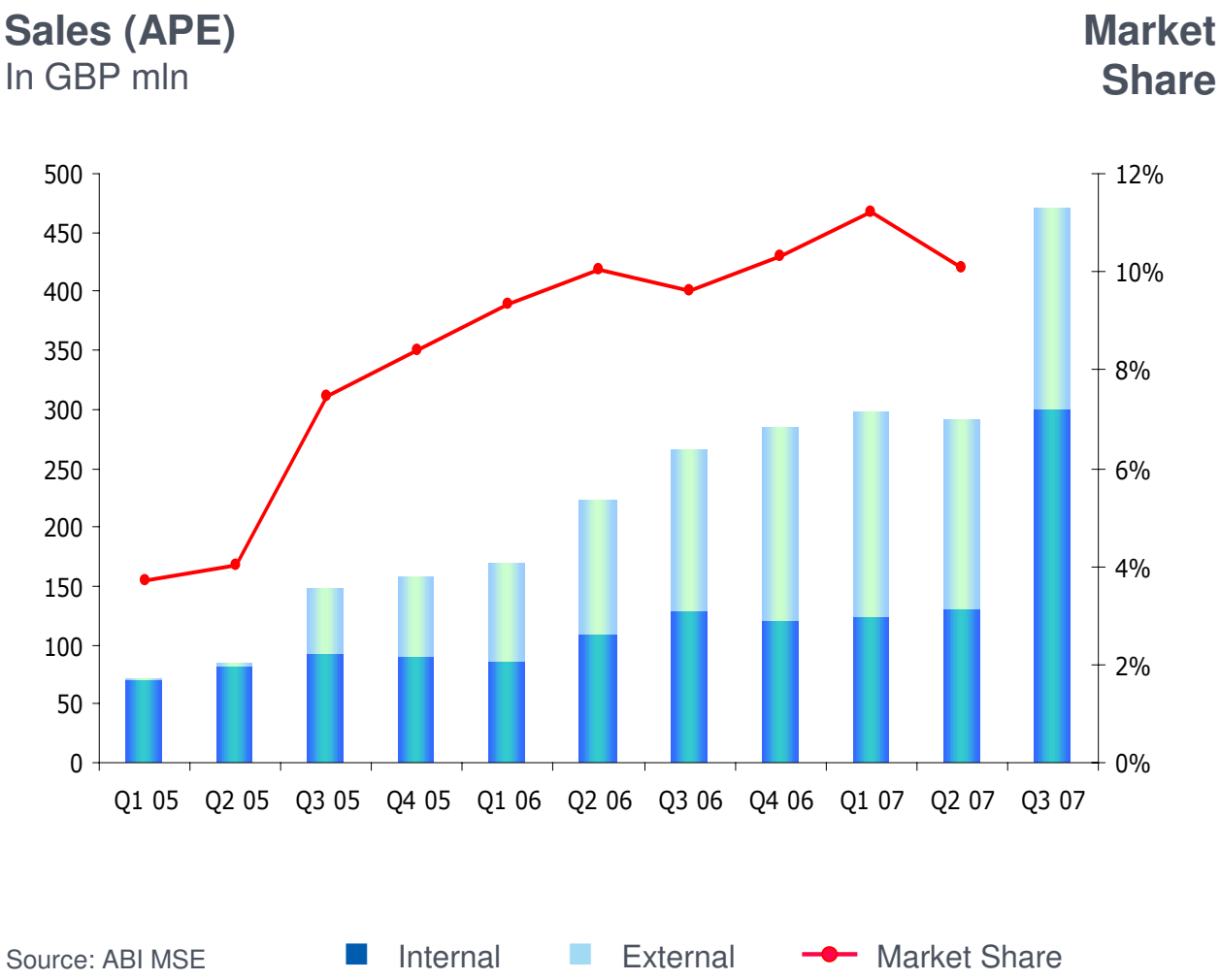
Diversification – Individual Annuities

We have been steadily growing our position in the Individual Annuity market



Source: ABI MSE

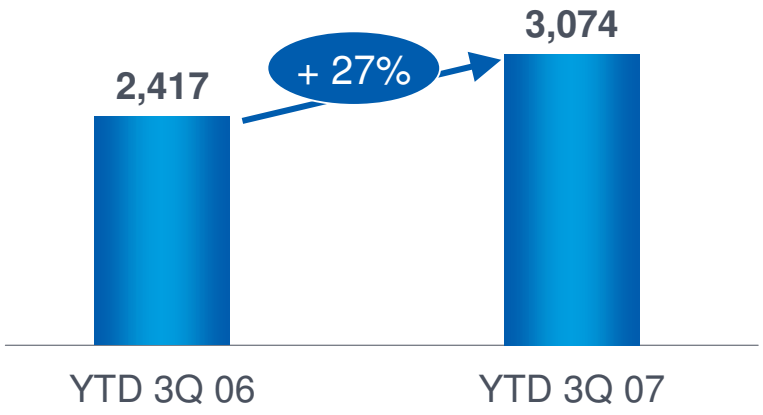
Capability

- Moved into the Open market in 2005
- Recruited an MD from a specialist annuity provider
- Building scale

Core Markets – Profitable Pensions

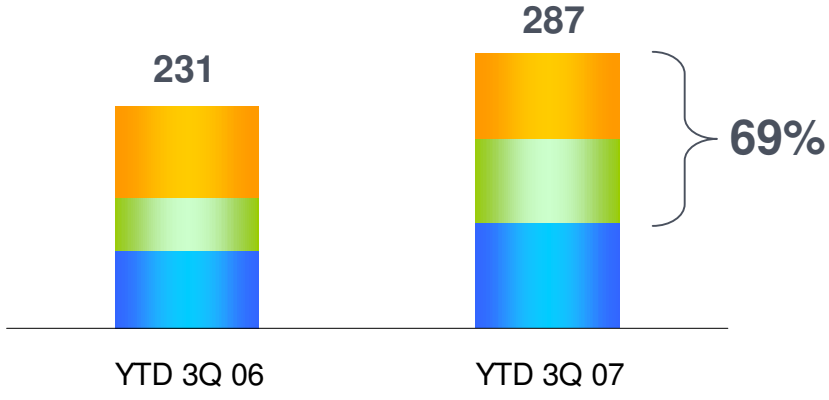
As the pensions market settles after A Day, we are competing strongly in more profitable segments attracting more single premiums

More Single Premium Business
In GBP mln



- Movement from weaker players
- Low risk of acquisition cost exposure

… and a more Profitable Mix
APE in GBP mln

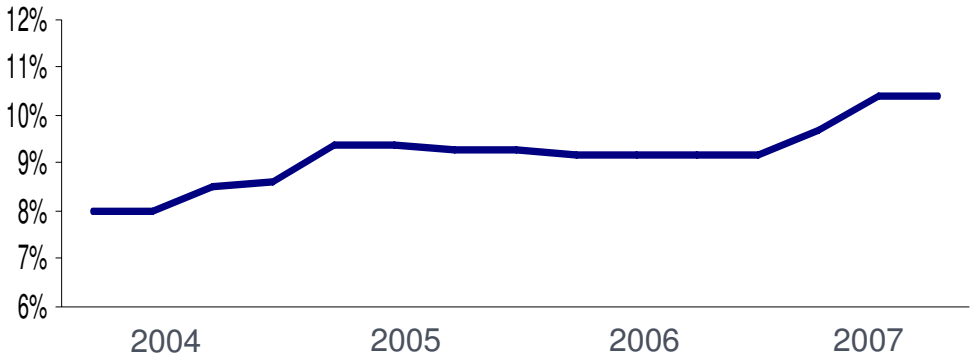


- Retirement Control
- Flexible Pensions (incl SIPP)
- Personal Pensions

Core Markets – Group Pensions

We have undertaken a comprehensive program to improve the return and quality of our Group Pensions new business

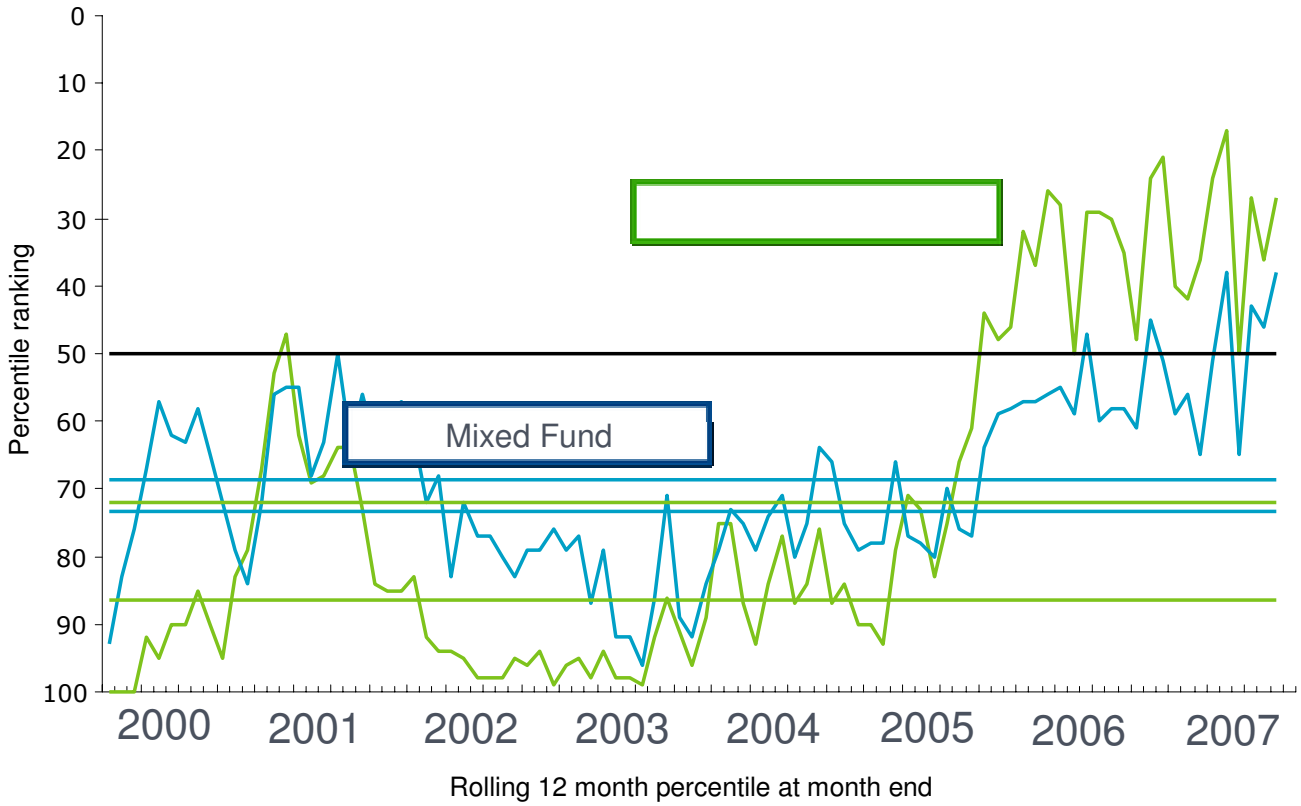
Group Pension IRR%



- ✓ Flexibility and level of charges
- ✓ Scheme level pricing & underwriting
- ✓ Commission levels & type
- ✓ Persistency measures (clawback & renewal focus)

Strategic Capabilities – Asset Management

We have delivered a significant and sustained improvement in our investment performance



Source: Lipper at 28 Sept 2007

Above median results
(over 1 year to end Sept 07)*

- 31 out of 32 insured equity funds
- 75% of retail fund OEICs

Market Developments

- Pre Budget Report draft regulations (impact on bonds and reinsurance)
- Personal Accounts (Pensions Reform)
- FSA Retail Distribution Review
- Financial Capability of UK Consumers

AEGON Investor Relations

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

p : +31 70 344 8305
f : +31 70 344 8445
e : gca-ir@aegon.com

AEGON

Cautionary note regarding forward-looking statements

Cautionary note regarding forward-looking statements

The statements contained in this presentation 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: believe, estimate, target, intend, may, expect, anticipate, predict, project, counting on, plan, continue, want, forecast, should, would, is confident, will, and similar expressions as they relate to our company. These statements are not guarantees of future performance and involve risks, uncertainties and assumptions that are difficult to predict. We undertake 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 our fixed income investment portfolios; and
  - 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 we hold;
- The frequency and severity of insured loss events;
- Changes affecting mortality, morbidity and other factors that may impact the profitability of our insurance products;
- 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;
- Increasing levels of competition in the United States, the Netherlands, the United Kingdom and emerging markets;
- Changes in laws and regulations, particularly those affecting our operations, the products we sell, and the attractiveness of certain products to our consumers;
- Regulatory changes relating to the insurance industry in the jurisdictions in which we operate;
- Acts of God, acts of terrorism, acts of war and pandemics;
- Changes in the policies of central banks and/or governments;
- Litigation or regulatory action that could require us to pay significant damages or change the way we do business;
- Customer responsiveness to both new products and distribution channels;
- Competitive, legal, regulatory, or tax changes that affect the distribution cost of or demand for our products;
- Our failure to achieve anticipated levels of earnings or operational efficiencies as well as other cost saving initiatives; and
- The impact our adoption of the International Financial Reporting Standards may have on our reported financial results and financial condition.

Cautionary note regarding Regulation G (non-GAAP measure)

This presentation includes non-GAAP financial measures: net operating earnings, operating earnings before tax, value of new business and embedded value. Value of new business and embedded value are not based on IFRS, which are used to prepare and report AEGON's financial statements and should not be viewed as a substitute for IFRS financial measures. AEGON believes the non-GAAP measures shown herein, together with GAAP information, provides a meaningful measure for the investment community to evaluate AEGON's business relative to the businesses of our peers.