

The information included in the following sheets of this Excel file forms an integral part of the AEGON press release on the Q1 results 2010 as published on May 12, 2010.

Cautionary note regarding non-GAAP measures

This press release includes certain non-GAAP financial measures: underlying earnings before tax and value of new business. The reconciliation of underlying earnings before tax to the most comparable IFRS measure is provided in Note 3 "Segment information" of our Condensed consolidated interim financial statements. Value of new business is not based on IFRS, which are used to report AEGON's quarterly statements and should not be viewed as a substitute for IFRS financial measures. AEGON believes that these non-GAAP measures, together with the IFRS information, provide a meaningful measure for the investment community to evaluate AEGON's business relative to the businesses of our peers.

Local currencies and constant currency exchange rates

This press release contains certain information about our results and financial condition 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 us presented in EUR, which is the currency of our primary financial statements.

Forward-looking statements

The statements contained in this press release 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:

- o Changes in general economic conditions, particularly in the United States, the Netherlands and the United Kingdom;
- o 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;
- o The frequency and severity of insured loss events;
- o Changes affecting mortality, morbidity and other factors that may impact the profitability of our insurance products;
- o Changes affecting interest rate levels and continuing low or rapidly changing interest rate levels;
- o Changes affecting currency exchange rates, in particular the EUR/USD and EUR/GBP exchange rates;
- o Increasing levels of competition in the United States, the Netherlands, the United Kingdom and emerging markets;
- o Changes in laws and regulations, particularly those affecting our operations, the products we sell, and the attractiveness of certain products to our consumers;
- o Regulatory changes relating to the insurance industry in the jurisdictions in which we operate;
- o Acts of God, acts of terrorism, acts of war and pandemics;
- o Effects of deliberations of the European Commission regarding the aid we received from the Dutch State in December 2008;
- o Changes in the policies of central banks and/or governments;
- o Lowering of one or more of our debt ratings issued by recognized rating organizations and the adverse impact such action may have on our ability to raise capital and on our liquidity and financial condition;
- o Lowering of one or more of insurer financial strength ratings of our insurance subsidiaries and the adverse impact such action may have on premium writings, policy retention, profitability of its insurance subsidiaries and liquidity;
- o The effect of the European Union's Solvency II requirements and other regulations in other jurisdictions affecting the capital we are required to maintain;
- o Litigation or regulatory action that could require us to pay significant damages or change the way we do business;
- o Customer responsiveness to both new products and distribution channels;
- o Competitive, legal, regulatory, or tax changes that affect the distribution cost of or demand for our products;
- o The impact of acquisitions and divestitures, restructurings, product withdrawals and other unusual items, including our ability to integrate acquisitions and to obtain the anticipated results and synergies from acquisitions;
- o Our failure to achieve anticipated levels of earnings or operational efficiencies as well as other cost saving initiatives; and
- o The impact our adoption of the International Financial Reporting Standards may have on our reported financial results and financial condition.

Further details of potential risks and uncertainties affecting the company are described in the company's filings with Euronext Amsterdam and the US Securities and Exchange Commission, including the Annual Report on Form 20-F. These forward-looking statements speak only as of the date of this document. Except as required by any applicable law or regulation, the company 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 the company's expectations with regard thereto or any change in events, conditions or circumstances on which any such statement is based.

KEY PERFORMANCE INDICATORS

<i>amounts in EUR millions</i>	Notes b	Q1 2010	Q4 2009	%	Q1 2009	%
Underlying earnings before tax	1	488	478	2	(98)	-
Net income	2	372	393	(5)	(173)	-
New life sales	3	538	557	(3)	567	(5)
Gross deposits excluding run-off businesses	4	7,775	6,723	16	7,532	3
Value of new business (VNB)		146	216	(32)	201	(27)
Return on equity	5	10.1%	9.4%	7	(5.1%)	-

FINANCIAL OVERVIEW

EUR millions	Q1 2010	Q4 2009	%	Q1 2009	%
Underlying earnings before tax					
Americas	379	350	8	(146)	-
The Netherlands	104	95	9	72	44
United Kingdom	28	33	(15)	8	-
New markets	46	48	(4)	31	48
Holding and other	(69)	(48)	(44)	(63)	(10)
Underlying earnings before tax	488	478	2	(98)	-
Fair value items	(16)	(164)	90	(167)	90
Realized gains/(losses) on investments	126	315	(60)	144	(13)
Impairment charges	(150)	(212)	29	(385)	61
Other income/(charges)	23	5	-	(24)	-
Run-off businesses	(60)	(47)	(28)	77	-
Income before tax	411	375	10	(453)	-
Income tax	(39)	18	-	280	-
Net income	372	393	(5)	(173)	-
Net income / (loss) attributable to:					
Equity holders of AEGON N.V.	371	393	(6)	(173)	-
Minority Interest	1	-	-	-	-
Net underlying earnings	381	390	(2)	(64)	-
Commissions and expenses	1,586	1,406	13	1,635	(3)
of which operating expenses	812	840	(3)	847	(4)
New life sales					
Life single premiums	1,930	2,017	(4)	1,974	(2)
Life recurring premiums annualized	345	355	(3)	370	(7)
Total recurring plus 1/10 single	538	557	(3)	567	(5)
New life sales					
Americas	145	143	1	142	2
The Netherlands	62	93	(33)	62	-
United Kingdom	265	247	7	279	(5)
New markets	66	74	(11)	84	(21)
Total recurring plus 1/10 single	538	557	(3)	567	(5)
New premium production accident and health insurance	148	125	18	164	(10)
New premium production general insurance	14	21	(33)	12	17
Gross deposits (on and off balance)					
Americas	5,403	4,404	23	5,936	(9)
The Netherlands	743	1,107	(33)	462	61
United Kingdom	36	35	3	52	(31)
New markets	1,593	1,177	35	1,082	47
Total gross deposits excluding run-off businesses	7,775	6,723	16	7,532	3
Run-off businesses	-	(4)	-	674	-
Total gross deposits	7,775	6,719	16	8,206	(5)
Net deposits (on and off balance)					
Americas	524	385	36	2,004	(74)
The Netherlands	67	619	(89)	55	22
United Kingdom	29	29	-	49	(41)
New markets	121	18	-	(314)	-
Total net deposits excluding run-off businesses	741	1,051	(29)	1,794	(59)
Run-off businesses	(2,199)	(6,513)	66	(2,954)	26
Total net deposits	(1,458)	(5,462)	73	(1,160)	(26)

REVENUE GENERATING INVESTMENTS

	Mar. 31, 2010	Dec. 31, 2009	%
Revenue generating investments (total)	387,912	362,832	7
Investments general account	142,254	134,205	6
Investments for account of policyholders	135,385	125,845	8
Off balance sheet investments third parties	110,273	102,782	7

FINANCIAL OVERVIEW, Q1 2010 GEOGRAPHICALLY

amounts in million EUR (unless otherwise stated)

	Americas	The Netherlands	United Kingdom	New Markets	Holding, other activities & eliminations	Total EUR
Underlying earnings before tax by line of business						
Life	148	39	21	21	-	229
Individual savings and retirement products	138	-	-	(6)	-	132
Pensions	62	47	9	4	-	122
Life reinsurance	30	-	-	-	-	30
Non-life	-	7	-	8	-	15
Distribution	-	11	(2)	-	-	9
Asset Management	-	-	-	7	-	7
Other	-	-	-	-	(69)	(69)
Share in underlying earnings before tax of associates	1	-	-	12	-	13
Underlying earnings before tax	379	104	28	46	(69)	488
Fair value items	(86)	91	3	3	(27)	(16)
Realized gains/(losses) on investments	24	96	3	3	-	126
Impairment charges	(139)	(1)	(8)	(2)	-	(150)
Other income/(charges)	-	-	23	-	-	23
Run-off businesses	(60)	-	-	-	-	(60)
Income before tax	118	290	49	50	(96)	411
Income tax	39	(67)	(26)	(13)	28	(39)
Net income	157	223	23	37	(68)	372
Net underlying earnings	295	77	25	32	(48)	381

EMPLOYEE NUMBERS

	At Mar. 31, 2010	At Dec. 31, 2009
Employees excl. agents	25,204	25,090
Agents	3,044	3,292
Total number of employees excluding Associates	28,248	28,382
AEGON's share of employees (including agents) in Associates	2,854	2,582
Total	31,102	30,964

AMERICAS

USD millions	Q1 2010	Q4 2009	%	Q1 2009	%
Underlying earnings before tax by line of business					
Life and protection	194	237	(18)	198	(2)
<i>Fixed annuities</i>	121	116	4	72	68
<i>Variable annuities</i>	69	50	38	(489)	-
<i>Retail mutual funds</i>	-	(3)	-	(4)	-
Individual savings and retirement products	190	163	17	(421)	-
Employer solutions & pensions	86	69	25	47	83
Life reinsurance	42	22	91	(30)	-
Canada	11	21	(48)	21	(48)
Latin America	1	(2)	-	(4)	-
Underlying earnings before tax	524	510	3	(189)	-
Fair value items	(120)	(222)	46	(1)	-
Realized gains/(losses) on investments	33	153	(78)	(4)	-
Impairment charges	(191)	(231)	17	(370)	48
Other income/(charges)	-	-	-	1	-
Run-off businesses	(83)	(64)	(30)	100	-
Income before tax	163	146	12	(463)	-
Income tax	54	120	(55)	290	(81)
Net income	217	266	(18)	(173)	-
Net income / (loss) attributable to:					
Equity holders of AEGON N.V.	217	266	(18)	(173)	-
Net underlying earnings	408	423	(4)	(121)	-
Commissions and expenses	1,355	1,159	17	1,325	2
of which operating expenses	501	559	(10)	565	(11)
New life sales					
Life single premiums	194	184	5	91	113
Life recurring premiums annualized	183	197	(7)	176	4
Total recurring plus 1/10 single	202	216	(6)	185	9
Life & protection	121	124	(2)	107	13
Employer solutions & pensions	9	6	50	10	(10)
Life reinsurance	47	58	(19)	52	(10)
Canada	15	20	(25)	12	25
Latin America	10	8	25	4	150
Total recurring plus 1/10 single	202	216	(6)	185	9
New premium production accident and health insurance	184	184	-	203	(9)
Gross deposits (on and off balance) by line of business					
Life & protection	3	2	-	3	-
<i>Fixed annuities</i>	185	641	(71)	2,114	(91)
<i>Variable annuities</i>	809	785	3	708	14
<i>Retail mutual funds</i>	976	859	14	306	-
Individual savings & retirement products	1,970	2,285	-	3,128	(37)
Employer solutions & pensions	5,217	4,232	23	4,514	16
Life reinsurance	1	-	-	-	-
Canada	286	197	45	85	-
Total gross deposits excluding run-off businesses	7,477	6,716	11	7,730	(3)
Run-off businesses	-	27	-	877	-
Total gross deposits	7,477	6,743	11	8,607	(13)
Net deposits (on and off balance) by line of business					
Life & protection	(15)	(10)	-	(21)	29
<i>Fixed annuities</i>	(543)	(128)	-	1,075	-
<i>Variable annuities</i>	(23)	(4)	-	(2)	-
<i>Retail mutual funds</i>	418	387	8	(251)	-
Individual savings & retirement products	(148)	255	-	822	-
Employer solutions & pensions	1,386	516	169	1,878	(26)
Life reinsurance	(15)	(17)	12	(20)	25
Canada	(482)	(85)	-	(49)	-
Total net deposits excluding run-off businesses	726	659	10	2,610	(72)
Run-off businesses	(3,043)	(9,430)	-	(3,847)	21
Total net deposits	(2,317)	(8,771)	74	(1,237)	(87)

REVENUE GENERATING INVESTMENTS

	Mar. 31, 2010	Dec. 31, 2009	%
Revenue generating investments (total)	305,832	307,431	(1)
Investments general account	125,186	123,560	1
Investments for account of policyholders	73,214	71,915	2
Off balance sheet investments third parties	107,432	111,956	(4)

For the amounts in euro see the Financial Supplement.

THE NETHERLANDS

EUR millions	Q1 2010	Q4 2009	%	Q1 2009	%
Underlying earnings before tax by line of business					
Life and Savings	39	34	15	35	11
Pensions	47	53	(11)	26	81
Non life	7	9	(22)	2	-
Distribution	11	1	-	9	22
Share in underlying earnings before tax of associates	-	(2)	-	-	-
Underlying earnings before tax	104	95	9	72	44
Fair value items	91	(31)	-	(218)	-
Realized gains/(losses) on investments	96	178	(46)	138	(30)
Impairment charges	(1)	7	-	(78)	99
Income before tax	290	249	16	(86)	-
Income tax	(67)	(45)	(49)	45	-
Net income	223	204	9	(41)	-
Net income / (loss) attributable to:					
Equity holders of AEGON N.V.	223	204	9	(41)	-
Net underlying earnings	77	72	7	55	40
Commissions and expenses of which operating expenses	264 182	321 258	(18) (29)	307 217	(14) (16)
New life sales					
Life single premiums	397	638	(38)	391	2
Life recurring premiums annualized	22	29	(24)	23	(4)
Total recurring plus 1/10 single	62	93	(33)	62	-
Life and Savings	27	21	29	23	17
Pensions	35	72	(51)	39	(10)
Total recurring plus 1/10 single	62	93	(33)	62	-
New premium production accident and health insurance	11	4	175	7	57
New premium production general insurance	8	7	14	7	14
Gross deposits (on and off balance) by line of business					
Life and Savings	683	1,017	(33)	450	52
Pensions	60	90	(33)	12	-
Total gross deposits	743	1,107	(33)	462	61
Net deposits (on and off balance) by line of business					
Life and Savings	82	454	(82)	(67)	-
Pensions	(15)	165	-	122	-
Total net deposits	67	619	(89)	55	22

REVENUE GENERATING INVESTMENTS

	Mar. 31, 2010	Dec. 31, 2009	%
Revenue generating investments (total)	70,867	70,861	-
Investments general account	36,294	36,144	-
Investments for account of policyholders	23,665	21,749	9
Off balance sheet investments third parties	10,908	12,968	(16)

UNITED KINGDOM

GBP millions	Notes	Q1 2010	Q4 2009	%	Q1 2009	%
Underlying earnings before tax by line of business						
Life		18	10	80	7	157
Pensions		9	27	(67)	5	80
Distribution		(2)	(8)	75	(3)	33
Underlying earnings before tax		25	29	(14)	9	178
Fair value items		2	6	(67)	1	100
Realized gains/(losses) on investments		2	24	(92)	6	(67)
Impairment charges		(7)	(49)	86	(13)	46
Other income/(charges)	8	21	8	163	(22)	-
Income before tax		43	18	139	(19)	-
Income tax attributable to policyholder return		(21)	(8)	(163)	22	-
Income before income tax on shareholders return		22	10	120	3	-
Income tax on shareholders return		(2)	3	-	5	-
Net income		20	13	54	8	150
Net income / (loss) attributable to:						
Equity holders of AEGON N.V.		20	13	54	8	150
Net underlying earnings		22	29	(24)	11	100
Commissions and expenses		170	179	(5)	153	11
of which operating expenses		95	109	(13)	96	(1)
New life sales						
Life single premiums	9	1,139	1,037	10	1,199	(5)
Life recurring premiums annualized		121	121	-	133	(9)
Total recurring plus 1/10 single		235	224	5	253	(7)
Life		26	31	(16)	71	(63)
Pensions		209	193	8	182	15
Total recurring plus 1/10 single		235	224	5	253	(7)
Gross deposits (on and off balance) by line of business						
Variable annuities		32	32	-	47	(32)
Total gross deposits		32	32	-	47	(32)
Net deposits (on and off balance) by line of business						
Variable annuities		25	27	(7)	45	(44)
Total net deposits		25	27	(7)	45	(44)

REVENUE GENERATING INVESTMENTS

	Mar. 31, 2010	Dec. 31, 2009	%
Revenue generating investments (total)	53,572	53,160	1
Investments general account	7,498	7,030	7
Investments for account of policyholders	46,074	43,362	6
Off balance sheet investments third parties	-	2,768	-

For the amounts in euro see the Financial Supplement.

NEW MARKETS

EUR millions	Q1 2010	Q4 2009	%	Q1 2009	%
Underlying earnings before tax					
Central Eastern Europe	27	29	(7)	26	4
Asia	(6)	(6)	-	(8)	25
Spain & France	20	24	(17)	14	43
Variable Annuities Europe	(2)	1	-	(1)	(100)
AEGON Asset Management	7	-	-	-	-
Underlying earnings before tax	46	48	(4)	31	48
Fair value items	3	(2)	-	3	-
Realized gains/(losses) on investments	3	-	-	2	50
Impairment charges	(2)	(21)	90	(4)	50
Other income/(charges)	-	(4)	-	-	-
Income before tax	50	21	138	32	56
Income tax	(13)	(2)	-	(24)	46
Net income	37	19	95	8	-
Net income / (loss) attributable to:					
Equity holders of AEGON N.V.	36	19	89	8	-
Minority Interest	1	-	-	-	-
Net underlying earnings	32	36	(11)	7	-
Commissions and expenses	175	103	70	111	58
of which operating expenses	133	62	115	59	125
New life sales					
Life single premiums	108	110	(2)	192	(44)
Life recurring premiums annualized	55	63	(13)	65	(15)
Total recurring plus 1/10 single	66	74	(11)	84	(21)
Life	53	59	(10)	50	6
Associates	13	15	(13)	34	(62)
Total recurring plus 1/10 single	66	74	(11)	84	(21)
Central Eastern Europe	19	22	(14)	15	27
Asia	10	8	25	14	(29)
Spain & France	37	44	(16)	55	(33)
Total recurring plus 1/10 single	66	74	(11)	84	(21)
New premium production accident and health insurance	4	1	-	2	100
New premium production general insurance	6	14	(57)	5	20
Gross deposits (on & off balance)					
Central Eastern Europe	226	235	(4)	179	26
Asia	44	-	-	4	-
Spain & France	25	32	(22)	8	-
Variable Annuities Europe	188	160	18	146	29
AEGON Asset Management	1,110	750	48	745	49
Total gross deposits	1,593	1,177	35	1,082	47
Net deposits (on & off balance)					
Central Eastern Europe	69	142	(51)	94	(27)
Asia	25	-	-	1	-
Spain & France	25	(17)	-	(9)	-
Variable Annuities Europe	79	21	-	43	84
AEGON Asset Management	(77)	(128)	40	(443)	83
Total net deposits	121	18	-	(314)	-

REVENUE GENERATING INVESTMENTS

	Mar. 31, 2010	Dec. 31, 2009	%
Revenue generating investments (total)	28,233	17,045	66
Investments general account	2,941	2,707	9
Investments for account of policyholders	5,629	5,355	5
Off balance sheet investments third parties	19,663	8,983	119

VALUE OF NEW BUSINESS AND IRR

EUR millions, after tax	VNB		%
	Q1 2010	Q1 2009	
Americas	52	79	(34)
The Netherlands	49	31	58
United Kingdom	14	58	(76)
New Markets	31	34	(9)
Total	146	201	(27)

EUR millions, after tax	IRR %		IRR%
	Q1 2010	Q1 2009	
Americas	12.6	10.3	
The Netherlands	19.2	14.1	
United Kingdom	10.7	15.0	
New Markets	34.2	35.5	
Total	19.3	17.8	

MODELED NEW BUSINESS, APE AND DEPOSITS

EUR millions	Notes	Premium business APE		%
		Q1 2010	Q1 2009	
Americas	10	245	266	(8)
The Netherlands		93	78	19
United Kingdom		265	224	18
New Markets		80	202	(60)
Total		683	769	(11)

EUR millions	Deposit business Deposits		%
	Q1 2010	Q1 2009	
Americas	3,926	5,252	(25)
United Kingdom	34	-	-
New Markets	307	137	124
Total	4,267	5,389	(21)

VNB/PVNB SUMMARY

EUR millions	Notes	Premium business			VNB/ APE
		VNB	PVNB	VNB/ PVNB	
Q1 2010	Q1 2009	%	%		
Americas	11	27	1,042	2.6	11.2
The Netherlands		49	708	7.0	53.1
United Kingdom		14	1,724	0.8	5.2
New Markets		22	589	3.8	28.0
Total		113	4,064	2.8	16.5

EUR millions	Notes	Deposit business			
		VNB	PVNB	VNB/ PVNB	
Q1 2010	Q1 2009	%	%		
Americas	11	24	5,554	0.4	0.6
United Kingdom		(0)	34	(0.7)	(0.7)
New Markets		9	504	1.8	2.9
Total		33	6,091	0.5	0.8

Notes:

- 1) For a definition of underlying earnings and the reconciliation from underlying earnings to income before tax we refer to Note 3 "Segment information" of our Condensed consolidated interim financial statements.
 - 2) Net income refers to net income attributable to equity holders of AEGON N.V. and minority interest
 - 3) New life sales is defined as new recurring premiums + 1/10 of single premiums
 - 4) Deposits on and off balance sheet. Run-off businesses includes results of business units where management has decided to exit the market and to run-off the existing block of business.
 - 5) Return on equity is calculated by dividing the net underlying earnings after cost of leverage by the average shareholders' equity excluding the preferred shares and the revaluation reserve.
 - 6) Capital securities that are denominated in foreign currencies are, for purposes of calculating the capital base ratio, revalued to the period-end exchange rate.
 - 7) All ratios exclude AEGON's revaluation reserve.
 - 8) Included in other non-operating income/(charges) are charges made to policyholders with respect to income tax. There is an equal and opposite tax charge which is reported in the line Income tax attributable to policyholder return.
 - 9) Includes production on investment contracts without a discretionary participation feature of which the proceeds are not recognized as revenues but are directly added to our investment contract liabilities.
 - 10) APE = recurring premium + 1/10 single premium.
 - 11) PVNBP: Present Value New Business Premium.
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- a) The calculation of the IGD (Insurance Group Directive) capital surplus and ratio are based on Solvency I capital requirements on IFRS for entities within the EU (Pillar I for AEGON UK), and local regulatory solvency measurements for non-EU entities. Specifically, required capital for the life insurance companies in the US is calculated as two times the upper end of the Company Action Level range (200%) as applied by the National Association of Insurance Commissioners in the US. The calculation of the IGD ratio excludes the available and required capital of the UK With-Profit funds. In the UK solvency surplus calculation the local regulator only allows the available capital number of the With-Profit funds included in overall local available capital to be equal to the amount of With-Profit funds' required capital.
 - b) The results in this release are unaudited.

Currencies

Income statement items: average rate 1 EUR = USD 1.3838 (2009: USD 1.3023).

Income statement items: average rate 1 EUR = GBP 0.8865 (2009: GBP 0.9070).

Balance sheet items: closing rate 1 EUR = USD 1.3479 (2009: USD 1.3308; year-end 2009: USD 1.4406).

Balance sheet items: closing rate 1 EUR = GBP 0.8898 (2009: GBP 0.9308; year-end 2009: GBP 0.8881).