



First quarter 2010 results & Embedded value 2009

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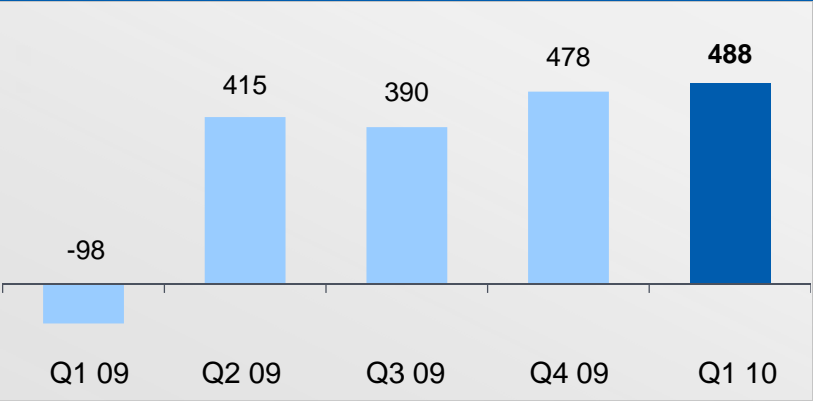
Media presentation
May 12, 2010

- Further improvement of underlying earnings
- Continued execution of strategy
- Robust sales and deposits, evidence of strong franchise
- Continued strong capital position



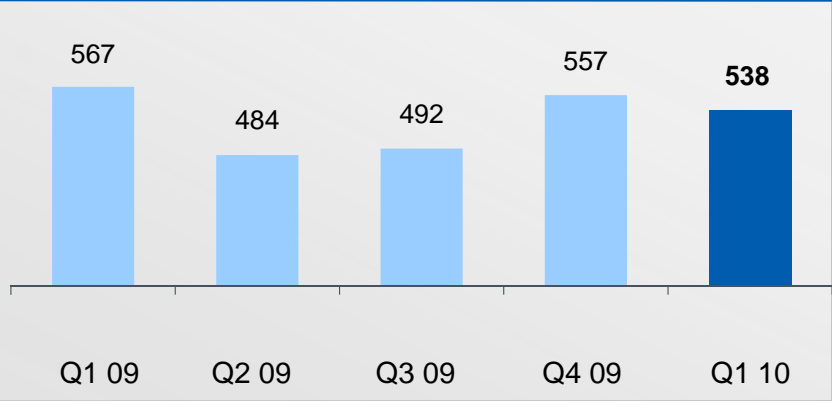
Underlying earnings before tax

(EUR million)



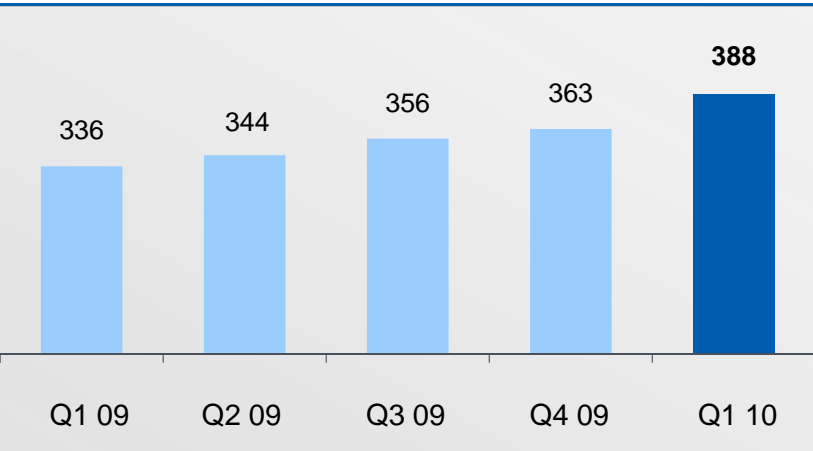
New life sales

(EUR million)



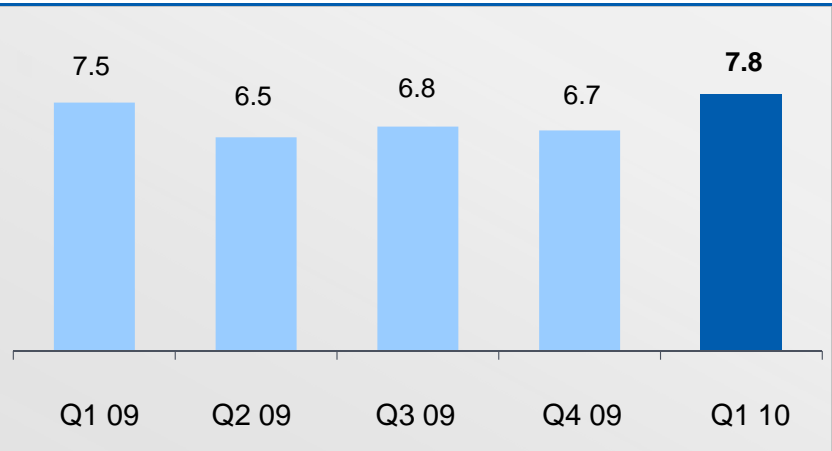
Revenue-generating investments

(EUR billion)



Gross deposits*

(EUR billion)



* Excluding run-off businesses

Reallocate capital towards businesses with higher growth and return prospects

- Running off institutional spread-based business in the US on track
- Increased fee business, reduced spread business
- Distribution partner added for retirement products in the US
- Completed sale of Dutch funeral insurance business
- Received 9th provincial license in China

Improve growth and return from existing business

- Operating expenses 4% lower in Q1 2010 compared with Q1 2009
- Continued focus on cost control
- Restructuring in the US, UK and the Netherlands

Reduce financial markets risks

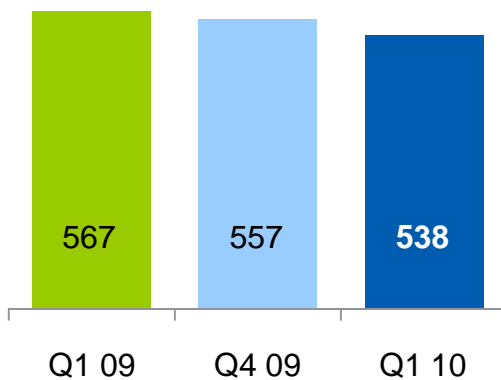
- Reduction of spread-based balances reduces credit risk
- Enterprise risk management framework upgraded by S&P to strong

Manage AEGON as an international company

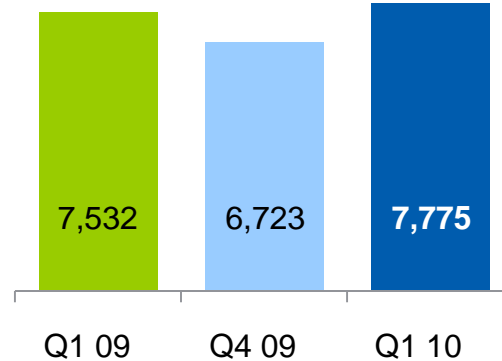
- Global asset management operational
- Variable annuities now also offered in the Netherlands and Japan

- New life sales driven by increase in Americas and Central & Eastern Europe offset by Spain and United Kingdom
- Gross deposits* up on strong pensions and asset management
- US fixed annuities and UK immediate annuities managed lower
- Value of new business decline mainly due to decrease in fixed annuity sales in the US and immediate annuities in the UK, both following repricing; IRR increase to 19%

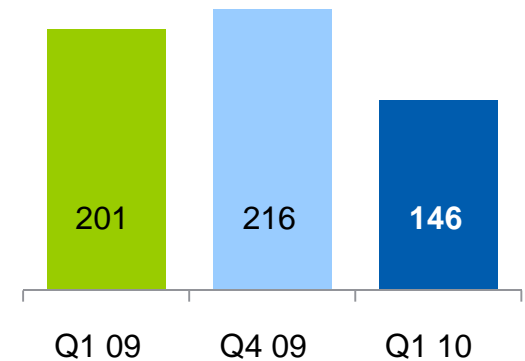
New life sales
(EUR million)



Gross deposits*
(EUR million)



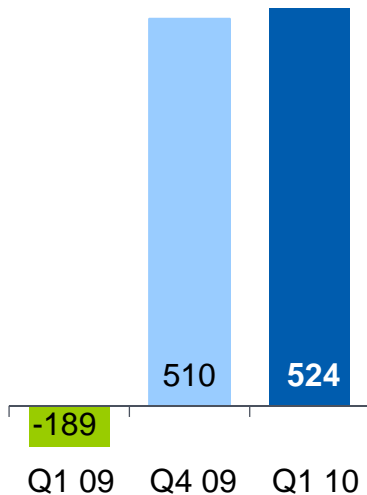
Value of new business
(EUR million)



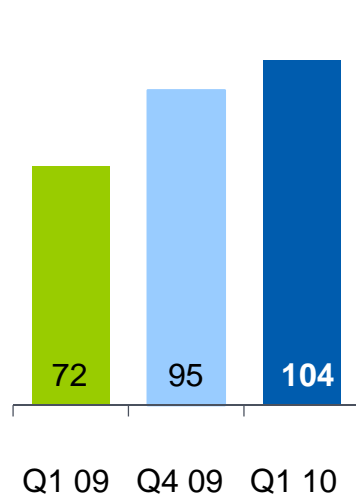
* Excluding run-off businesses

- o Solid underlying earnings in all units as a result of
 - Improved equity markets, higher account balances and investment income in the Americas
 - Higher investment income and lower operating expenses in the Netherlands
 - Lower claims, higher investment income and increased fees in the UK
 - Improved results from most operating units in New Markets

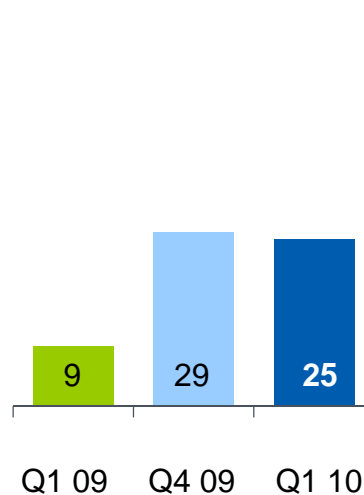
Americas
(USD million)



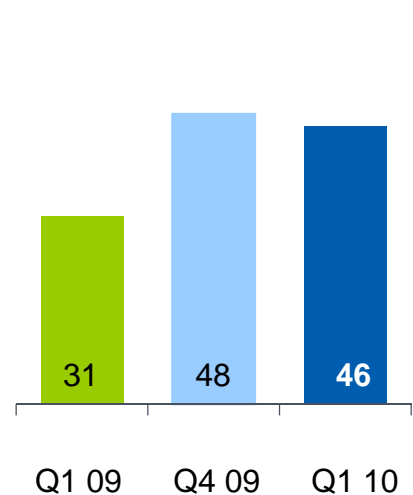
The Netherlands
(EUR million)



United Kingdom
(GBP million)

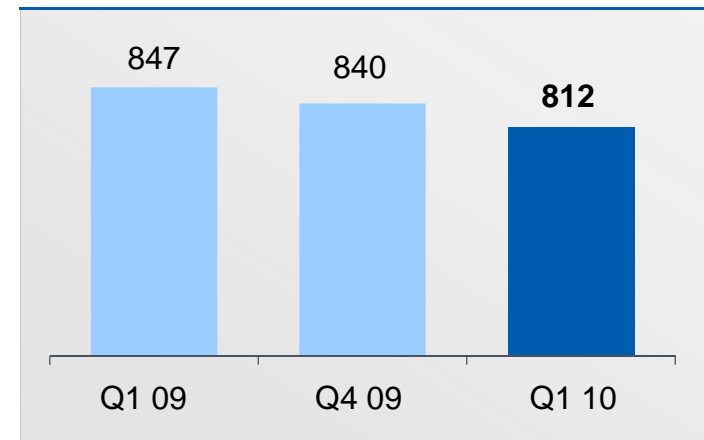


New Markets
(EUR million)



- Achieved significant improvement in customer service levels
 - Invest in improving operational capabilities
- Building on strong brand names AEGON and Transamerica
- Continue to be cost efficient operator
 - Enhance web capabilities
 - Reduce number of administration platforms
 - Reduce processing time
 - Increase ‘policy per headcount’

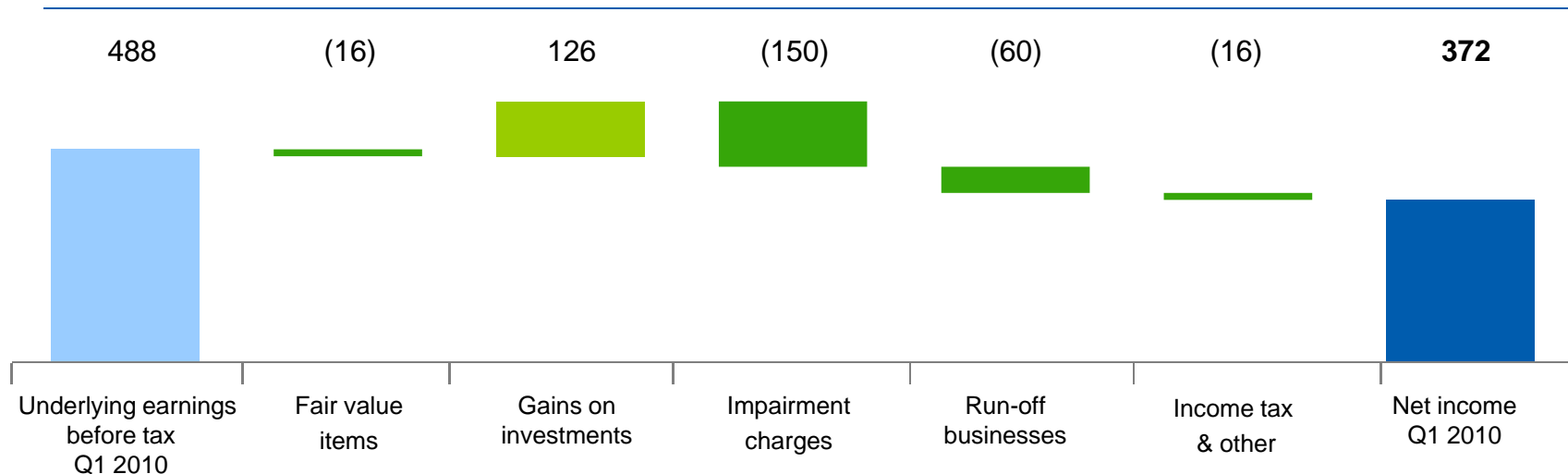
Operating expenses
(EUR million)



...while reducing overall cost levels...

- Solid underlying earnings in all country units
- Investment gains because of ALM* driven bond sales
- Impairments at lowest level in seven quarters
- Run-off businesses in line with expectations

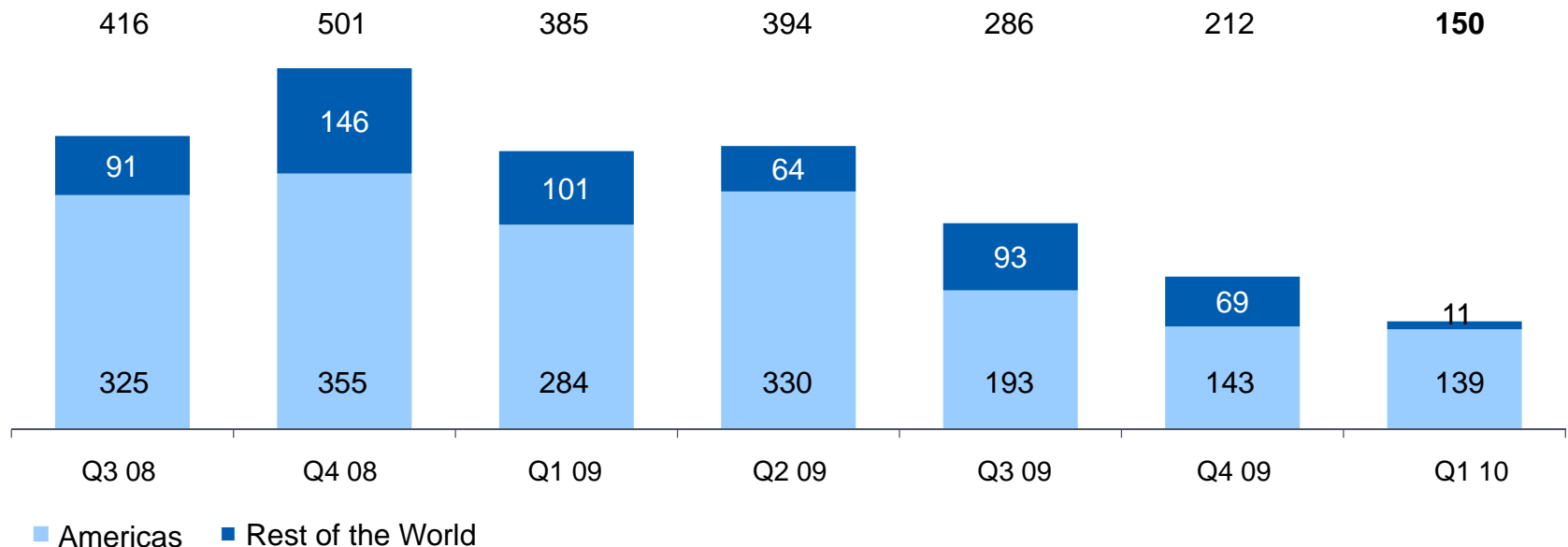
Underlying earnings to net income development in Q1 2010 (EUR million)



* Asset & liability management

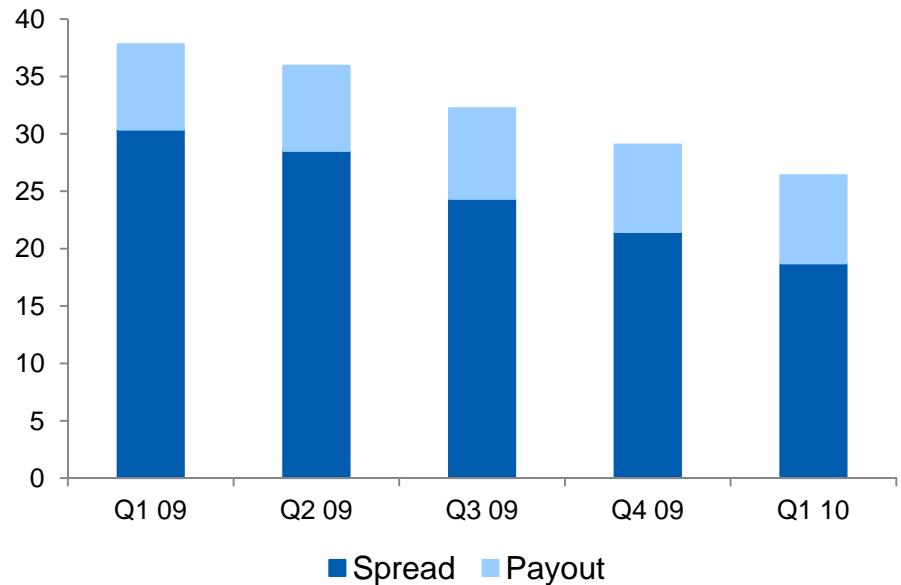
- Impairments are trending down, but remain above AEGON's long-term average expectations
- Q1 2010 impairments partly driven by Ambac related impairments of EUR 43 million

Impairments (EUR million)



- Earnings in line with expectations
- Spread earnings impacted by high cash balances and short-term LIBOR-rates
- Spread balances of USD 18.7 billion are running off as foreseen

Run-off balances (USD billion)



USD million	Q1 09	Q2 09	Q3 09	Q4 09	Q1 10
Institutional spread-based businesses	92	(4)	(39)	(59)	(81)
Payout annuities	9	(6)	(5)	(5)	(2)
Total earnings run-off businesses	101	(10)	(44)	(64)	(83)

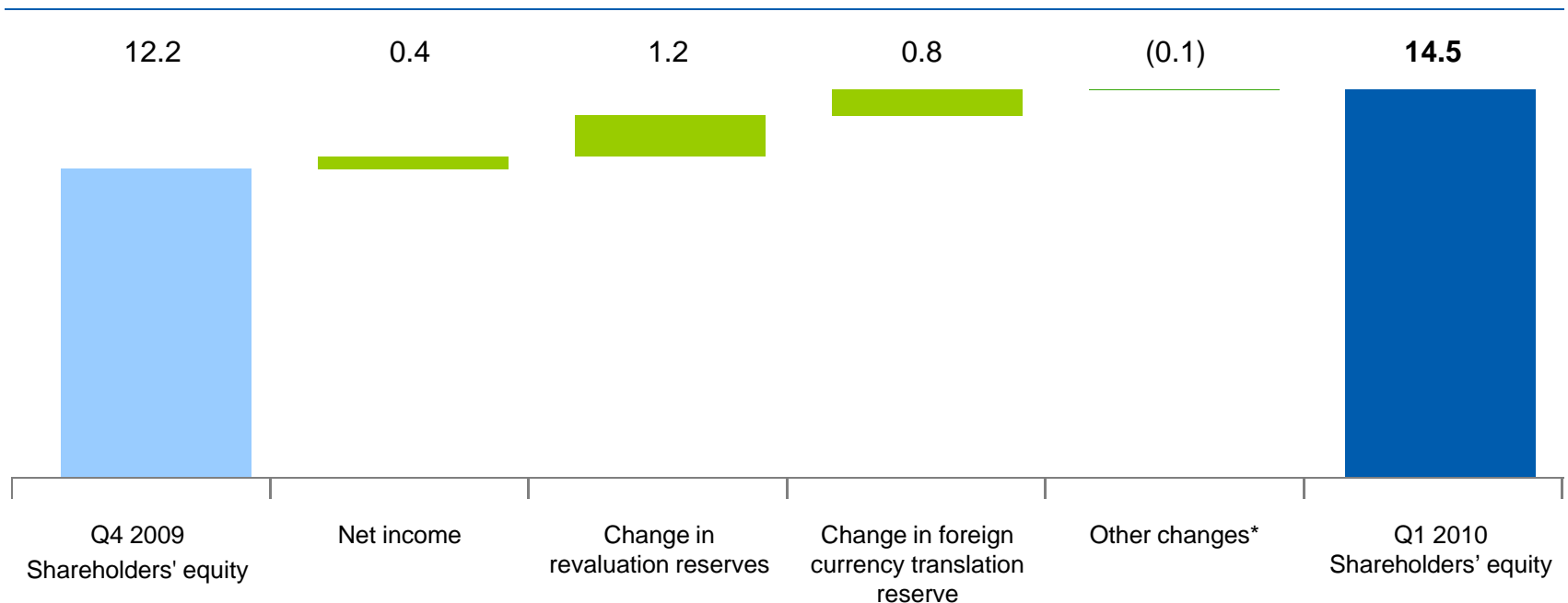
- Excess capital above AA capital adequacy requirements stable at EUR 3.7 billion
 - Earnings contribution offset by higher capital requirements
- Capital preservations of EUR 0.1 billion in Q1 2010
 - Primarily the result of the reduction of institutional spread-based balances
 - Preservations substantially lower than in previous quarters
- IGD* capital surplus of EUR 7.0 billion; solvency ratio of 205%

Continue to maintain substantial capital buffer

* Insurance Group Directive

- Shareholders' equity rose 20% sequentially, due to improvement in revaluation reserves, strengthening of the dollar and net income
- Shareholders' equity per common share of EUR 7.28

Shareholders' equity development Q1 2010 (EUR billion)



* Other changes includes coupons on perpetuals and other



* At fair value

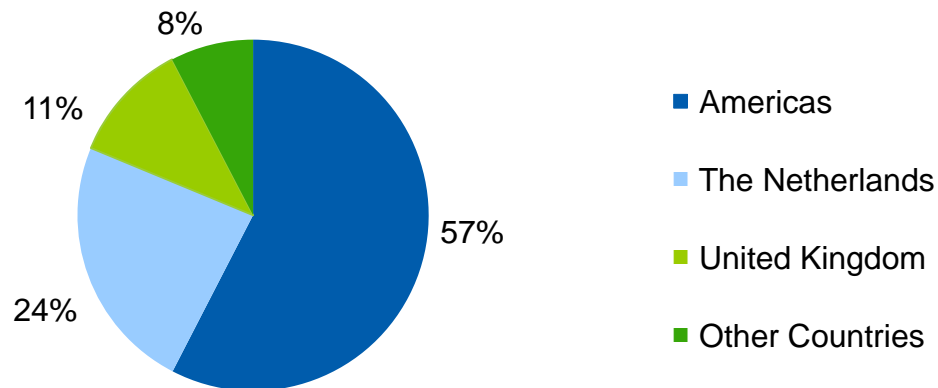
- AEGON supports the principles of Solvency II
- AEGON has been preparing since 2005
 - Internal economic capital model more conservative than QIS 4
 - Economic pricing embedded in product pricing
- Outcome QIS 5 still uncertain, latest specifications have eased
- Confident final outcome to be satisfactory for both industry and AEGON

Product type		
Spread products		Investment spread not recognized upfront
Fee products		Low risk; positive impact
Protection products		Attractive risk; high diversification benefits Significant positive impact
Variable annuities		Market risk hedged and priced in

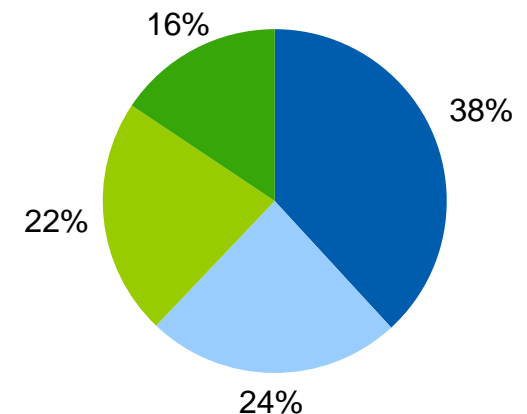
- TEV per common share declined mainly due to:
 - Higher market value of debt
 - Issuance of common shares

EUR billion, except per share data	2009	2008	Δ
Embedded value life insurance	23.3	22.9	2%
Total embedded value (TEV)	17.8	18.5	(4)%
TEV per common share*	9.65	11.35	(15)%
Value of new business	0.767	0.837	(8)%

Embedded value life insurance 2009



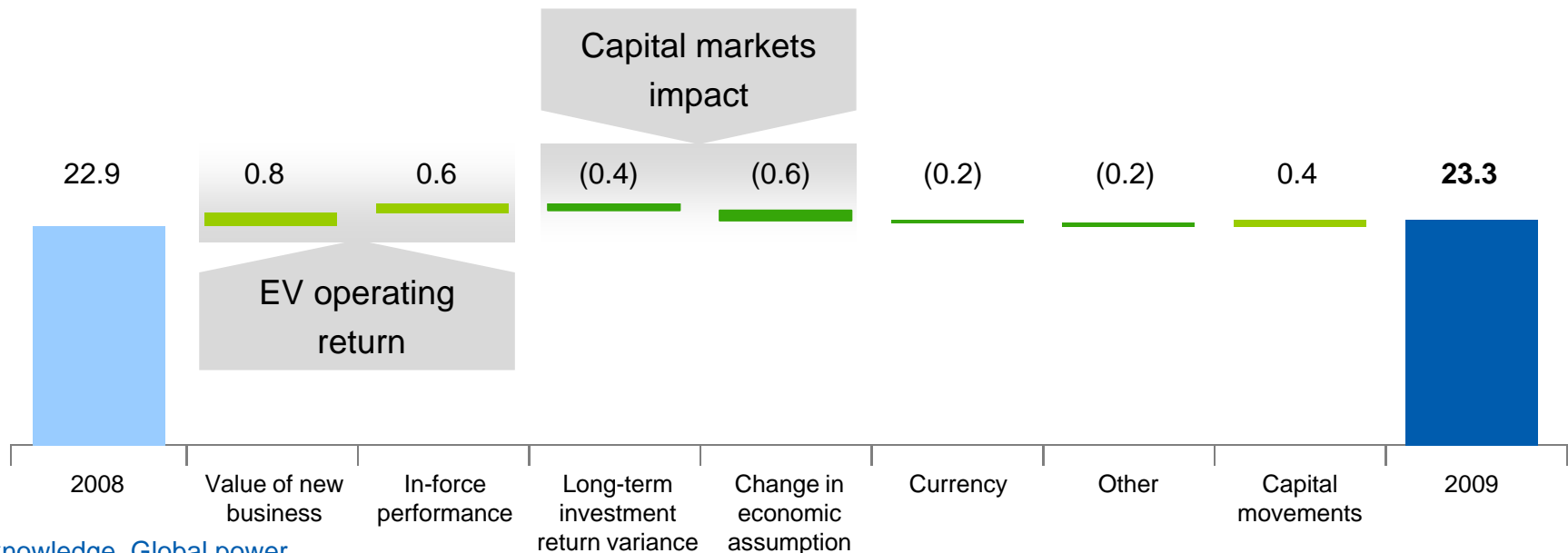
Value of new business 2009



* Adjusted for estimated theoretical value of the preferred shares

- Positive performance from both VNB and existing in-force book
- In-force performance partly driven by favorable maintenance expenses as a result of cost reduction measures
- Capital market impact driven by
 - Increase in risk free fixed interest return
 - Decrease in corporate spreads
 - Variance from long-term investment return

Embedded value life insurance movement (EUR billion)



- Further improvement of underlying earnings
- Continued execution of strategy
- Robust sales and deposits, evidence of strong franchise
- Continued strong capital position





Q&A

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: 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 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;
- Effects of deliberations of the European Commission regarding the aid we received from the Dutch State in December 2008;
- Changes in the policies of central banks and/or governments;
- 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;
- Lowering of one or more of insurer financial strength ratings of our insurance subsidiaries and the adverse impact such action may have on the premium writings, policy retention, profitability of its insurance subsidiaries and liquidity;
- The effect of the European Union's Solvency II requirements and other regulations in other jurisdictions affecting the capital we are required to maintain;
- 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;
- 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;
- 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.

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.