

## PROXY INCLUDING VOTING INSTRUCTION

*for holders of common shares in the capital of Aegon N.V.  
for the Annual General Meeting of Shareholders of Aegon N.V.  
to be held on Wednesday May 21, 2014 at 10.00 a.m. at the Aegon Headoffice*

The Undersigned,

Name and initials: \_\_\_\_\_

Address: \_\_\_\_\_

Residence and Country: \_\_\_\_\_

Number of Shares at April 23, 2014: \_\_\_\_\_

Bank: \_\_\_\_\_

hereby declares:

to have notified their intended attendance to the meeting with ABN AMRO Bank, Amsterdam, the Netherlands\*;

to authorize the Company Secretary of Aegon N.V. to represent the undersigned during the 2014 Annual General Meeting of Shareholders of Aegon N.V. and to execute all rights connected with the shares in Aegon N.V. held by the undersigned at April 23, 2014;

to authorize the Company Secretary of Aegon N.V. to vote at the meeting as indicated below:

ITEM	PROPOSAL	FOR	AGAINST	ABSTAIN
3.3	Annual Accounts 2013: Proposal to adopt the Annual Accounts 2013	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	Proposal to approve the final dividend 2013	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.	Proposal to release the members of the Executive Board from liability for their duties	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.	Proposal to release the members of the Supervisory Board from liability for their duties	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.	Proposal to appoint Mr. Robert W. Dineen to the Supervisory Board	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.	Proposal to appoint Mrs. Corien M. Wortmann-Kool to the Supervisory Board	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ITEM	PROPOSAL	FOR	AGAINST	ABSTAIN
9.	Proposal to authorize the Executive Board to issue common shares	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.	Proposal to authorize the Executive Board to restrict or exclude pre-emptive rights upon issuing common shares	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11.	Proposal to authorize the Executive Board to issue common shares under incentive plans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12.	Proposal to authorize the Executive Board to acquire shares in the company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Place: \_\_\_\_\_ Date: \_\_\_\_\_ 2014

Signature: \_\_\_\_\_

To be counted, this proxy must have been fully completed, signed and received by the Company Secretary of Aegon N.V. ultimately May 14, 2014 (Aegon N.V., Attn. Company Secretary of Aegon N.V., P.O. Box 85, 2501 CB The Hague, The Netherlands).

The proxy will only be valid if the shareholder timely notified ABN AMRO Bank of his/her intention to attend the 2014 Annual General Meeting of Shareholders of Aegon N.V.\* See for more information the AGM agenda.

If this proxy is not fully completed or not signed or received after May 14, 2014 it shall be regarded as not submitted.

\*) not applicable to holders of shares registered in the Register of Shareholders of the company