



Agenda

Annual General Meeting of Shareholders 2015

May 20, 2015
Aegonplein 50
The Hague

The AGM will be webcast
on Aegon's corporate website:
aegon.com.



Annual General Meeting of Shareholders (AGM) of Aegon N.V. (the "Company") to be held on Wednesday, May 20, 2015 at 10:00 a.m. at the Aegon head office, Aegonplein 50, The Hague, the Netherlands.

Agenda

1. Opening (*)
2. Presentation on the course of business in 2014 (*)
- 3.1 Annual Report 2014 (*)
- 3.2 Remuneration Report 2014 (*)
- 3.3 Annual Accounts 2014: Proposal to adopt the Annual Accounts 2014
4. Proposal to approve the final dividend 2014
5. Proposal to release the members of the Executive Board from liability for their duties
6. Proposal to release the members of the Supervisory Board from liability for their duties
7. Proposal to reappoint Mr. Alex R. Wynaendts to the Executive Board
8. Proposal to appoint Mr. Ben J. Noteboom to the Supervisory Board
9. Proposal to authorize the Executive Board to issue common shares
10. Proposal to authorize the Executive Board to restrict or exclude pre-emptive rights upon issuing common shares
11. Proposal to authorize the Executive Board to issue common shares under incentive plans
12. Proposal to authorize the Executive Board to acquire shares in the Company
13. Any other business (*)
14. Close of the meeting (*)

(*) These items will not be voted upon.

The Annual Report 2014 is available on Aegon's corporate website (aegon.com). Paper copies can be obtained by completing the order form on the website.

Explanation of the agenda

General remarks:

- ♦ Registration of attendance is required prior to the start of the meeting. Please see the notes under the headings 'Admittance to the AGM and voting rights' and 'Registration of attendance' on page 8-9 of this agenda.
- ♦ Upon registration shareholders and proxy holders will receive an electronic voting device and a voting card for exercising their voting rights during the meeting.
- ♦ The Chairman will chair the meeting in English; simultaneous translation via headphones (from English into Dutch and from Dutch into English) is available.
- ♦ Audio/visual recordings during the meeting are not allowed, unless prior written permission is granted.
- ♦ Sandwiches will be served after the meeting.

1. Opening

Opening of the meeting by the Chairman, Mr. Robert J. Routs. The draft minutes of the AGM of May 21, 2014 were published on Aegon's corporate website (aegon.com) on August 21, 2014 and were available for comments for three months. The final minutes are available on Aegon's corporate website as from November 21, 2014, signed by the Chairman and the Secretary.

2. Presentation on the course of business in 2014

The Executive Board will give a presentation on the course of business in 2014.

3.1 Annual Report 2014

Discussion on the Annual Report 2014, which includes among others the report of the Executive Board, the report of the Supervisory Board, the Corporate Governance and the Annual Accounts 2014.

3.2 Remuneration Report 2014

Discussion on the Remuneration Report 2014, as included in the Annual Report 2014.

3.3 Annual Accounts 2014: Proposal to adopt the Annual Accounts 2014

It is proposed that shareholders adopt the Annual Accounts for the year 2014.

4. Proposal to approve the final dividend 2014

It is proposed that the final dividend for 2014 will amount to EUR 0.12 per common share and EUR 0.003 per common share B. This proposal results in a total dividend for the financial year 2014 of EUR 0.23 per common share and EUR 0.00575 per common share B, taking into account the interim dividend of EUR 0.11 per common share and EUR 0.00275 per common share B, paid in September 2014. The final dividend will be paid in cash or stock at the election of the shareholder. The value of the dividend in common shares will be approximately equal to the cash dividend.

If the proposed dividend is approved by the shareholders, Aegon's Euronext-listed shares will be quoted ex-dividend on Friday, May 22, 2015, while its NYSE-listed shares will be quoted ex-dividend on Thursday, May 21, 2015. The record date for the dividend will be Monday, May 25, 2015 for Aegon's Euronext-listed shares and Tuesday, May 26, 2015 for its NYSE-listed shares. Shareholders can elect to receive the dividend in cash or in common shares during the dividend election period, which will run from Thursday, May 28 up to and including Friday, June 12, 2015. The stock fraction for the stock dividend will be based on the average price for the Aegon share on the Euronext Amsterdam stock exchange for the five trading days from Monday, June 8 through Friday, June 12, 2015. The dividend will be payable as of Friday, June 19, 2015. Aegon's dividend policy is included in the Annual Report 2014 on page 342.

5. **Proposal to release the members of the Executive Board from liability for their duties**

It is proposed that the Executive Board members be released from liability for their duties, to the extent the exercise of such duties is reflected in the Annual Report 2014 or has otherwise been disclosed to shareholders prior to the adoption of the Annual Accounts 2014.

6. **Proposal to release the members of the Supervisory Board from liability for their duties**

It is proposed that the Supervisory Board members be released from liability for their duties, to the extent the exercise of such duties is reflected in the Annual Report 2014 or has otherwise been disclosed to shareholders prior to the adoption of the Annual Accounts 2014.

7. **Proposal to reappoint Mr. Alex R. Wynaendts to the Executive Board**

It is proposed that Mr. Alex R. Wynaendts be reappointed as a member of the Executive Board for another term of four years as of May 20, 2015 (i.e. until the end of the AGM to be held in 2019). According to the appointment schedule of the Executive Board, his current term of office expires in 2015. The Nominating Committee has evaluated Mr. Wynaendts' career at Aegon and his functioning as CEO of the Company and advised the Supervisory Board to nominate Mr. Wynaendts for reappointment. The Supervisory Board proposes to reappoint Mr. Wynaendts in view of his broad international and financial services experience, his leadership and vision, and his performance as CEO. Mr. Wynaendts successfully guided Aegon through the global financial crisis. Through redefining Aegon's purpose, Mr. Wynaendts has ensured serving and better connecting with customers is at the heart of Aegon's strategy. Furthermore, he has positioned Aegon to benefit from opportunities in the market, with a strong capital position and healthy cash flows leading to a sustainable growing dividend. Upon his reappointment Mr. Wynaendts and the Company will enter into a services agreement within the meaning of article 7:400 of the Dutch Civil Code, taking into account that agreements concluded between a Dutch listed company and an executive director can no longer be qualified as an employment agreement. Mr. Wynaendts is eligible for reappointment and is willing to remain on the Executive Board. Information regarding Mr. Wynaendts is available in Annex 1A (page 10). Information on the most important terms of the services agreement between Mr. Wynaendts and the Company is available in Annex 1B (pages 11-12).

8. **Proposal to appoint Mr. Ben J. Noteboom to the Supervisory Board**

It is proposed that Mr. Ben J. Noteboom be appointed as a member of the Supervisory Board for a term of four years as of May 20, 2015. The Nominating Committee has interviewed Mr. Noteboom, discussed his qualifications and established that he fits the Profile of the Supervisory Board well. The Nominating Committee advised the Supervisory Board to nominate him for appointment. The Supervisory Board proposes to appoint Mr. Noteboom because of his experience as CEO of a global company in recruitment and staffing, Randstad Holding, and his knowledge and expertise in branding and marketing. Also given Randstad's global presence, Mr. Noteboom is well known with the geographic markets where Aegon operates in. He gained relevant insight in different cultures and the impact thereof on strategy and the operations of a company. As former CEO of a listed company, Mr. Noteboom is familiar with an environment with external stakeholders. Mr. Noteboom is independent as defined in the Dutch Corporate Code and the US Sarbanes-Oxley Act and has no conflicts of interest with Aegon. The appointment of a Supervisory Board member is subject to approval by the Dutch Central Bank, which approval has been granted for Mr. Noteboom. He has confirmed that he is committed to spend sufficient time and attention to prepare and to attend meetings of Aegon's Supervisory Board. Mr. Noteboom is eligible for appointment. Information regarding Mr. Noteboom is available in Annex 2 (page 13).

9. Proposal to authorize the Executive Board to issue common shares

It is proposed that the following Resolution be taken:

"The General Meeting of Shareholders hereby resolves to authorize the Executive Board, for a period of eighteen (18) months starting May 20, 2015, as the Company body which, subject to the prior approval of the Supervisory Board, shall be authorized to decide on the issuance of common shares in Aegon N.V. and the granting of rights to acquire common shares in Aegon N.V. This authority shall be limited annually to 10% of the capital, plus 10% of the capital if the issuance or the granting of rights occurs on the occasion of the acquisition of an enterprise or a corporation. The term 'capital' means the total par value of common shares in issue at the time this authorization is used for the first time in any calendar year. This authorization may only be withdrawn by the General Meeting of Shareholders on a proposal of the Executive Board, previously approved by the Supervisory Board."

Explanation:

In accordance with Dutch law, it is proposed that shareholders authorize the Executive Board to decide on an issuance of Aegon N.V. common shares, subject to Supervisory Board approval. This will allow the Executive Board to be flexible and to react quickly to circumstances necessitating an issue of common shares, without having to wait for shareholders' approval. This authorization can be used for any and all purposes other than for incentive plans and is limited to the extent expressly provided in the text of this proposed Resolution. Issuances of common shares are publicly announced by press release and on Aegon's corporate website (aegon.com). Upon adoption, this Resolution will replace the authorization granted in 2014.

10. Proposal to authorize the Executive Board to restrict or exclude pre-emptive rights upon issuing common shares

It is proposed that the following Resolution be taken:

"The General Meeting of Shareholders hereby resolves to authorize the Executive Board, for a period of eighteen (18) months starting May 20, 2015, as the Company body which, subject to the prior approval of the Supervisory Board, shall be authorized to restrict or exclude pre-emptive rights of existing shareholders upon the issuance of common shares or the granting of rights to subscribe for common shares in Aegon N.V., provided that this shall be limited annually to 10% of the capital, plus 10% of the capital if the issuance occurs on the occasion of the acquisition of an enterprise or a corporation. The term 'capital' means the total par value of the common shares in issue at the time this authorization is used for the first time in any calendar year. This authorization may only be withdrawn by the General Meeting of Shareholders on a proposal of the Executive Board, previously approved by the Supervisory Board."

Explanation:

In accordance with Dutch law, it is proposed that shareholders authorize the Executive Board to restrict or exclude pre-emptive rights of existing shareholders upon an issue of Aegon N.V. common shares (or upon the granting of rights to subscribe for Aegon N.V. common shares), subject to Supervisory Board approval. This authority, in combination with the authority under agenda item 9, will allow the Executive Board to be flexible and to react quickly to circumstances necessitating an issue of common shares without or with limited pre-emptive rights, without having to wait for shareholders' approval. This authorization is limited to the extent expressly provided in the text of this proposed Resolution. Issuances of common shares are publicly announced by press release and on Aegon's corporate website (aegon.com). Upon adoption, this Resolution will replace the authorization granted in 2014.

11. Proposal to authorize the Executive Board to issue common shares under incentive plans

It is proposed that the following Resolution be taken:

“The General Meeting of Shareholders hereby resolves to authorize the Executive Board, for a period of eighteen (18) months starting May 20, 2015, to issue common shares and/or to grant rights to subscribe for common shares to employees and/or management of Aegon N.V. and/or companies with which Aegon N.V. forms a group, based on a group-wide incentive plan or the Remuneration Policy for the Executive Board. This authorization shall be limited annually to 1% of the total nominal amount of the common shares in issue at the time that this authorization is used for the first time in any calendar year. This authorization may only be withdrawn by the General Meeting of Shareholders on a proposal of the Executive Board, previously approved by the Supervisory Board.”

Explanation:

This authorization is identical to the one granted in previous years. Within Aegon the variable compensation for senior management and for the members of the Executive Board is usually paid out in cash and/or shares over multiple years and is subject to further conditions being fulfilled. This authorization includes the shares to be granted to the members of the Executive Board, based on the Remuneration Policy for the Executive Board. Upon adoption, this Resolution will replace the authorization granted in 2014.

12. Proposal to authorize the Executive Board to acquire shares in the Company

It is proposed that the following Resolution be taken:

“The General Meeting of Shareholders resolves to authorize the Executive Board for a period of eighteen (18) months starting May 20, 2015, to acquire, for a consideration, shares in Aegon N.V.’s own capital. The number of shares that may be so acquired shall not exceed 10% of Aegon N.V.’s total issued capital. Common shares and common shares B may only be acquired at a price not higher than 10% above the actual market value of the shares immediately prior to the acquisition.”

Explanation:

This authorization to acquire shares in Aegon N.V. is identical to the one granted in previous years. Although according to Dutch law a repurchase of shares is allowed to a maximum of 50% of Aegon’s total issued capital, it is proposed to limit this authorization to 10%. This authorization will allow the Executive Board to be flexible and to react quickly to circumstances necessitating a repurchase of Aegon N.V. shares and can be used for any and all purposes. Upon adoption, this Resolution will replace the authorization granted in 2014.

Admittance to the AGM and voting rights

Recognized as persons entitled to take part in the AGM will be those persons who hold shares of Aegon N.V. as at the Record Date, being Wednesday, April 22, 2015, following the processing of all additions and withdrawals as at the Record Date. The foregoing applies by analogy to pledgees and usufructuaries of shares holding the right to attend general meetings of shareholders of Aegon N.V. The shares will not be blocked until the date of the AGM. On shares acquired after April 22, 2015, the holder cannot exercise meeting rights or voting rights at the AGM.

Shareholders holding their shares in a securities account under the Dutch giro system who wish to attend the AGM (or their proxies as the case may be), are required to notify their intended attendance with ABN AMRO Bank N.V., Amsterdam, the Netherlands ("ABN AMRO"), which is possible from Thursday, April 23 until Wednesday, May 13, 2015 at the latest. This notification can be made through the ABN AMRO website (abnamro.com/evoting) or through one's bank or stockbroker (intermediary) in the Netherlands within the meaning of the Dutch Securities Transactions Act ("Wet giraal effectenverkeer") by submitting a statement from one's intermediary regarding one's shareholdership on the Record Date as mentioned above.

Shareholders registered in the Company's register of shareholders will receive an invitation by mail. They are required to inform Aegon N.V. in writing of their intention to attend the AGM by Wednesday, May 13, 2015 at the latest.

Shareholders with vested Aegon shares from incentive plans, will receive an email containing information on how to notify their intended attendance.

The agenda with explanatory notes is available on Aegon's corporate website (aegon.com) as of Wednesday, April 8, 2015 and will be sent to shareholders registered in Aegon N.V.'s register of shareholders. Holders of New York Registry Shares will receive a proxy solicitation notice.

Shareholders having notified their attendance with ABN AMRO as mentioned above, have several options to vote without attending the meeting. A shareholder can vote through the evoting system of ABN AMRO (abnamro.com/evoting) or can appoint a proxy to represent him/her at the AGM without voting instruction or can give a voting instruction to the Company Secretary of Aegon N.V. A proxy form without voting instruction and a proxy form including voting instruction to the Company Secretary can be found on Aegon's corporate website.

Shareholders registered in the Company's register of shareholders can vote without attending the meeting by appointing a proxy without voting instruction or by giving a voting instruction to the Company Secretary.

Shareholders with vested Aegon shares from incentive plans will receive a separate email containing a link enabling them to vote by means of an electronic voting instruction through a dedicated evoting system of ABN AMRO. These shareholders can also appoint a proxy (including or excluding voting instruction) in order to exercise their voting rights.

Registration of attendance

Following notification as explained under “Admittance to the AGM and voting rights”, shareholders or their proxies can only exercise their meeting/voting rights at the AGM if they register in person directly prior to the AGM. This attendance registration will take place at the entrance of the meeting room as from 9:00 a.m. until the start of the AGM at 10:00 a.m. Shareholders or their proxies must provide evidence of their identity by way of valid identification papers. Proxies must also provide proof of their authorization in writing. Upon registration, shareholders and proxy holders will receive an electronic voting device and a voting card for exercising their voting rights at the AGM.

Written questions

Aegon offers shareholders the opportunity to submit written questions concerning items on the agenda until Wednesday, May 13, 2015. These questions may be combined and shall be dealt with and discussed at the AGM. All questions should be submitted to Aegon’s Investor Relations team (by email: ir@aegon.com, or by mail: Aegon N.V., Investor Relations, Willem van den Berg, P.O. Box 85, 2501 CB The Hague).

The Hague, April 8, 2015

On behalf of the Supervisory Board,
Robert J. Routs, Chairman

Annexes:

- 1A. Information regarding Mr. Alex R. Wynaendts
- 1B. Information on the most important terms of the services agreement between Mr. Wynaendts and the Company
2. Information regarding Mr. Ben J. Noteboom
3. Route description

Annex 1A: Information regarding Mr. Alex R. Wynaendts

Agenda item 7: Proposal to reappoint Mr. Alex R. Wynaendts to the Executive Board

The biography of Mr. Wynaendts as required by Dutch law with regard to the nomination for his reappointment to the Executive Board is as follows:

Name	:	Alexander R. Wynaendts
Age	:	54
Gender	:	Male
Nationality	:	Dutch
Profession	:	Chairman of the Executive Board and CEO of Aegon N.V.
Shares in Aegon N.V.	:	295,734 common shares
External Board membership that qualify under Act Management and Supervision	:	none

Mr. Wynaendts, born in 1960, is a graduate from the École Supérieure d'Electricité in Paris and has a degree in Economics from the Paris Sorbonne University (1984). He started his career in 1984 at ABN AMRO Bank in Asset Management and Corporate Finance functions in Amsterdam and London. He joined Aegon in 1997 at the Group Business Development department and was appointed Executive Vice President Group Business Development in 1998. In April 2003, he was appointed a member of the Executive Board of Aegon N.V, responsible for group business development. Named Chief Operating Officer in 2007, he became CEO and Chairman of Aegon's Executive Board in April 2008 and was reappointed at the Annual General Meeting of May 12, 2011.

Mr. Wynaendts is Vice-Chairman of the Pan-European Insurance Forum (PEIF), Council Member of INSEAD and Chairman of the Supervisory Board of the Mauritshuis Museum in The Hague.

Annex 1B: Information on the most important terms of the services agreement between Mr. Wynaendts and the Company

Agenda item 7: Proposal to reappoint Mr. Alex R. Wynaendts to the Executive Board

General

If Mr. Wynaendts is reappointed as a member of the Executive Board for another term of four years as of May 20, 2015, the Company and Mr. Wynaendts will enter into a services agreement within the meaning of article 7:400 of the Dutch Civil Code, taking into account that agreements concluded between a Dutch listed company and an executive director can no longer be qualified as an employment agreement. Simultaneously with the commencement of the services agreement, the existing employment agreement between Mr. Wynaendts and the Company will terminate with mutual consent in acknowledgement of the fact that Mr. Wynaendts is not entitled to any compensation to be paid by the Company or any of its affiliated companies with regard to the termination of the employment agreement.

The services agreement will terminate on the earlier of (i) the date of the AGM in 2019, or (ii) the moment the Executive Board membership is terminated. The notice period for early termination of the services agreement is three months for Mr. Wynaendts and six months for the Company.

The services agreement will contain a number of clauses that stem forth from the previous employment agreement. There will also be some new clauses, mainly to replace clauses from the employment contract that are no longer applicable or not in line with current requirements from the Dutch Corporate Governance Code and other legislation.

Fixed Salary

Fixed Salary amounts to EUR 1,154,071 gross. The Fixed Salary and the Variable Compensation at target for Mr. Wynaendts are at the same level as 2014.

Variable Compensation

Mr. Wynaendts shall be eligible for an annual gross Variable Compensation in accordance with the Executive Board Remuneration Policy. Mr. Wynaendts can earn a Variable Compensation of up to a maximum of 100% of the Fixed Salary. In line with the Remuneration Policy the Variable Compensation consists of an 'upfront' and a 'deferred' portion: 40% of the total Variable Compensation is paid out directly after the one-year accrual period, whereas the remaining part (60% of the total) is deferred over a three-year period following the accrual period. Once deferred compensation has vested, a further holding period of three years applies. All upfront and deferred payments of the Variable Compensation will be done equally (i.e. fifty/fifty) in cash and shares.

Pension provisions and fringe benefits

The Company shall arrange for:

- ♦ A wage tax-facilitated pension scheme that will arrange for an old-age pension for Mr. Wynaendts on the basis of a final pay scheme which will entitle him to a benefit at the age of 65 of 1.428% of a maximum determined by the Dutch Wage Tax Act (2015: EUR 100.000).
- ♦ A non-wage tax-facilitated pension scheme that will arrange for an old-age pension for Mr. Wynaendts on the basis of a final pay scheme which will entitle him at the age of 60 to a benefit of 70% of his last earned Fixed Salary, upon deduction of the benefits accrued on the basis of the abovementioned wage tax, facilitated pension scheme and previously applicable (pre)pension schemes and savings plans.

In addition and in line with the existing arrangement with Mr. Wynaendts, he is entitled to (the net equivalent of) an annual gross amount in cash equal to 28% of the Fixed Salary, which is paid out and held at a blocked account as part of the old-age arrangements. The fringe benefits are commensurate with the position held. As part of these benefits Mr. Wynaendts is entitled to a special gross allowance of 2% of his Fixed Salary and the use of a company car.

Termination payment

The termination payment on termination of the services agreement is limited to a maximum of the Fixed Salary and only due if the services agreement is terminated prior to the end of Mr. Wynaendts full term. The termination payment arrangement is in line with Article 1:125 of the Dutch Supervision Act and the Dutch Corporate Governance Code.

Annex 2: Information regarding Mr. Ben J. Noteboom

Agenda item 8: Proposal to appoint Mr. Ben J. Noteboom to the Supervisory Board

The biography of Mr. Noteboom as required by Dutch law with regard to the nomination for his appointment to the Supervisory Board is as follows:

Name	:	Ben J. Noteboom
Age	:	56
Gender	:	Male
Nationality	:	Dutch
Profession	:	Non-Executive Director
Main former occupation	:	CEO Randstad Holding N.V.
Shares in Aegon N.V.	:	23,500 common shares
External Board membership that qualify under Act Management and Supervision	:	Member of the Supervisory Board of Ahold N.V.

Mr. Noteboom worked for Randstad Holding N.V. from 1993 until 2013, where he was appointed member of the Executive Committee in 2001 and became CEO in 2003. During this period Randstad grew substantially to become the second largest Human Resources services provider in the world. Several acquisitions added to this expansion.

Before joining Randstad, Mr. Noteboom worked for Dow Chemical in several international management functions from 1984 until 1993. He started his career in 1982 at Zurel as management assistant.

Mr. Noteboom graduated in Civil and Company Law at the Erasmus University Rotterdam.

Annex 3: Route description

Aegon's headquarters is located in The Hague, next to the NS station "Den Haag Mariahoeve":
Aegonplein 50, 2591 TV Den Haag

By public transport

By train

Take the train to The Hague Mariahoeve Station. Walk to the Mariahoeve exit when you get off the train. The Aegon building is on your right hand side.

By tram/bus

Bus no. 24 and tram no. 6 depart from The Hague Central Station. If you take the bus, you will have to get off at Mariahoeve Station. If you take the tram, you get off at Mariahoeve Station at Hofzichtlaan. Cross the road towards Mariahoeve Station. The Aegon building is next to the station.

By car

From Gouda/Utrecht (A12) or Delft/Rotterdam (A13)

Follow direction The Hague. Take the A4 in the direction of Amsterdam at the Prins Clausplein junction. Take Exit 8 (Leidschendam/Wassenaar N14). Turn right onto Noordelijke Randweg at the traffic lights and continue into the tunnel. Turn left at the end of the second tunnel (Mgr. van Steelaan). Turn right at the second set of traffic lights (Hofzichtlaan). Also turn right at the second set of traffic lights on this road. You now drive onto Aegonplein. The Aegon building is straight in front of you. The parking is on the right side of the building.

From Amsterdam (A4)

Follow direction The Hague. Take Exit 8 (Leidschendam/Wassenaar N14). Turn left at the traffic lights and continue into the first tunnel. Turn left at the end of the second tunnel (Mgr. van Steelaan). Turn right at the second set of traffic lights (Hofzichtlaan). You also have to turn right at the second set of traffic lights on this road. You now drive onto Aegonplein. The Aegon building is straight in front of you. The parking is on the right side of the building.

From Amsterdam/Leiden/Wassenaar (N44)

Follow direction The Hague. At the Rijksstraatweg before the tunnel take Exit Ring N14 in the direction of Leidschendam, Utrecht, Rotterdam. Immediately get into the left lane and turn left at the traffic lights. Cross the crossing at the next set of traffic lights (direction Den Haag Mariahoeve). Turn left at the following set of traffic lights (Hofzichtlaan). Follow the signs for Mariahoeve Station and turn left again; you now drive onto Aegonplein. The Aegon building is straight in front of you. The parking is on the right side of the building.

About Aegon

Aegon's roots go back more than 150 years – to the first half of the nineteenth century. Since then, Aegon has grown into an international company, with businesses in more than 25 countries in the Americas, Europe and Asia. Today, Aegon is one of the world's leading financial services organizations, providing life insurance, pensions and asset management. Aegon's purpose is to help people take responsibility for their financial future. More information: [aegon.com](https://www.aegon.com).

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