

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 20, 2015 at 10:00 a.m. at the Aegon head office*

The undersigned,

Name and initials: _____

Address: _____

Residence and Country: _____

Number of Shares at April 22, 2015: _____

Bank: _____

hereby declares:

to have notified his/her 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 2015 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 22, 2015;

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 2014: Proposal to adopt the Annual Accounts 2014	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	Proposal to approve the final dividend 2014	<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 reappoint Mr. A.R. Wynaendts to the Executive Board	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.	Proposal to appoint Mr. B.J. Noteboom 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: _____ 2015

Signature: _____

To be counted, this proxy must have been fully completed, signed and received by the Company Secretary of Aegon N.V. ultimately May 13, 2015 (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 2015 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 13, 2015 it shall be regarded as not submitted.

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