

Power of Attorney

*for the Annual General Meeting of Shareholders of Aegon N.V.
to be held on Friday May 20, 2016 at 10:00 a.m. at the Aegon head office on Aegonplein 50,
2591 TV, The Hague, the Netherlands*

The undersigned,

Name and initials: _____

Address: _____

Country: _____

Number of shares held on the Record Date (Friday 22 April 2016), _____

hereby decides to opt for (please tick applicable box and provide the required details)

Option A:

or

Option B

Option A: authorize a person to represent him/her at the Annual General Meeting

The undersigned declares to authorize the person whose details are filled out below, to represent the undersigned during the Annual General Meeting of Shareholders of Aegon N.V. 2016 and therefore to speak and vote on his/her behalf.

Name and initials: _____

Address: _____

Country: _____

Prior to the meeting, upon registration, the proxy holder must show a copy of this Power of Attorney and provide evidence of his/her identity by way of a valid form of identification.

*** End of option A

Option B: authorize the Company Secretary of Aegon N.V. to vote on his/her behalf:

ITEM	PROPOSAL	FOR	AGAINST	ABSTAIN
3.3	Annual Accounts 2015: Proposal to adopt the Annual Accounts 2015	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	Proposal to approve the final dividend 2015	<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. Robert Routs to the Supervisory Board	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.	Proposal to reappoint Mr. Ben van der Veer to the Supervisory Board	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9.	Proposal to reappoint Mr. Dirk Verbeek to the Supervisory Board	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.	Proposal to approve that the Company's subsidiaries may pay variable compensation up to 200% of annual fixed compensation to their employees working outside Europe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11.	Proposal to cancel all common shares repurchased during the EUR 400 million share buyback program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12.	Proposal to authorize the Executive Board to issue common shares	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13.	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"/>
14.	Proposal to authorize the Executive Board to issue common shares under incentive plans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15.	Proposal to authorize the Executive Board to acquire shares in the Company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

This Power of Attorney – fully completed and signed – must have been received by Aegon N.V. ultimately Friday May 13, 2016. Please send to Aegon N.V., attn. Company Secretary, P.O. Box 85, 2501 CB The Hague, or – if sent from the Netherlands – to Antwoordnummer 272, 2501 VC Den Haag.

*** End of option B

Place: _____ Date: _____ 2016

Signature: _____

If this Power of Attorney is incomplete, not signed or received after 13 May 2016, it shall be regarded as invalid.