



AEGON is an international life insurance, pensions and investment company, with operations in over twenty countries around the world. Based in The Hague in the Netherlands, AEGON employs approximately 29,000 people and serves more than 40 million customers in the Americas, Europe and Asia.

A GLOBAL PRESENCE

AEGON has three main markets: the United States, the Netherlands and the United Kingdom. Traditionally, these markets have generated most of the company's earnings. In recent years however, AEGON has expanded its international presence, pushing out into new growth markets in the Americas, Central & Eastern Europe and Asia.

MORE THAN 150 YEARS OF HISTORY

AEGON itself was formed in 1983 - the result of a merger between two Dutch insurance companies, AGO and Ennia. But, in the Netherlands, the company can trace its origins back to the mid-nineteenth century when its predecessors provided basic funeral insurance. AEGON companies in the United States and the United Kingdom also have long histories. Monumental Life, one of AEGON's US subsidiaries, has been insuring people since 1858, while AEGON's history in the United Kingdom stretches back almost 180 years. Today, after more than a century and a half, AEGON is a global business, with revenue-generating investments of more than EUR 350 billion.

AEGON'S STRATEGY AND THE GLOBAL FINANCIAL CRISIS

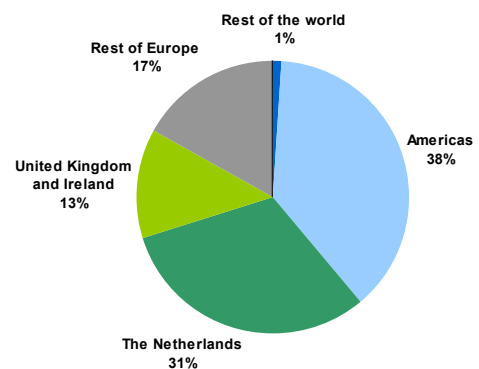
In June 2008, AEGON set out an ambitious, five-year strategy designed to increase returns and grow the company's businesses. This strategy was based on three main objectives:

- To direct more of AEGON's resources toward markets that offer higher growth and return prospects.
- To improve growth and returns from the company's existing businesses.
- And, to manage AEGON as an international company.

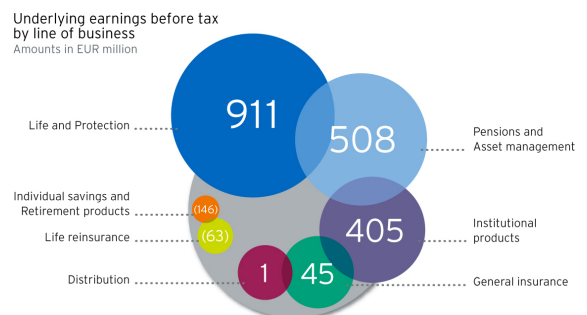
The global financial crisis, however, led to a shift in focus both for AEGON and the insurance industry as a whole. AEGON took a number of decisive measures aimed at countering the effects of the crisis: financial risk was reduced, operating costs were lowered and steps were taken to release capital from the company's businesses.



SHAREHOLDER BASE (estimated, end 2008)



UNDERLYING EARNINGS (2008) GEOGRAPHICALLY



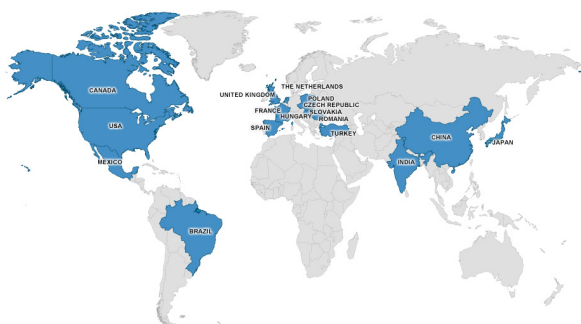
AEGON also secured an additional EUR 3 billion in capital from the Dutch government, via Vereniging AEGON, the company's largest shareholder - a precaution against possible further declines in world financial markets. Taken together, these measures ensured AEGON was able to withstand the worst of the crisis and enter 2009 with a strong financial position. AEGON will repay an initial instalment of EUR 1 billion to the Dutch government at the end of November 2009.

Despite the crisis, AEGON has made considerable progress with its longer-term objectives. New investments have been made in markets such as Spain and Brazil. At the same time, the company has sold operations in markets where returns have failed to meet expectations. In October 2009, AEGON also launched its new global asset management business, bringing together the company's existing operations in the United States, the Netherlands, the United Kingdom and elsewhere.

AEGON'S CAPITAL POSITION

The global financial crisis brought an increased need for capital within the insurance industry. Since the middle of 2008, AEGON has taken a number of steps to strengthen its capital position. In particular, the company has worked to free up additional capital from its businesses. AEGON's original five-year plan - 'Unlocking the Global Potential' - included measures to release between EUR 4 billion and EUR 5 billion in capital by 2012. In light of the financial crisis, many of these measures were brought forward. As a result, a total of EUR 4.2 billion in capital has been released since mid-2008. By the end of September 2009, AEGON's excess capital - capital over and above what the company requires to maintain a AA rating - stood at EUR 4.8 billion, an important safeguard in the current uncertain economic climate.

INTERNATIONAL EXPANSION



At the beginning of the 1990s, AEGON's business was focused on its three main markets: the United States, the Netherlands and the United Kingdom. Since then, the company has expanded into new markets in Europe, the Americas and Asia. Today, AEGON is present in six countries in Central & Eastern Europe, as well as China, India and Japan and, in the United States, Brazil, Canada and Mexico.



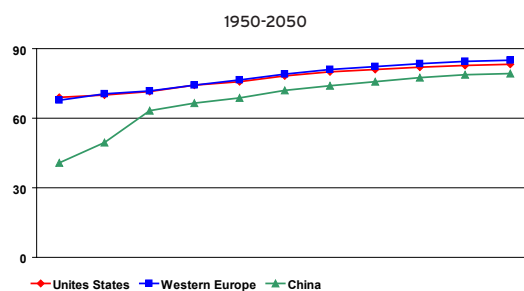
POTENTIAL FOR GROWTH

AEGON believes that its main businesses - life insurance, pensions and investments - have significant potential for growth in the years ahead. Also, that the insurance industry as a whole has a vital economic and social role to play, protecting living standards and helping ensure the long-term viability of pension systems around the world.

In many countries, people are now living longer, healthier lives. Workforces available to fund pensions are shrinking and governments are increasingly shifting the burden of retirement funding to the private sector. By 2050, according to the latest estimates from the United Nations, one in five Americans will be over the age of 65. In Western Europe, the figure is higher - more than one in four - while in Japan, by the middle of this century, over-65s will account for close to 40% of the country's population.

Over recent years, economic growth and rising levels of personal wealth have opened up new markets in places like China, India and the countries of Central & Eastern Europe. In these countries, change has often been rapid and the potential of such markets is enormous. China and India alone account for almost two in five of the world's total population.

LIFE EXPECTANCY AT BIRTH



Source: United Nations' World Population Prospects

For more information: www.aegon.com.