



Generating value in Spain & Portugal

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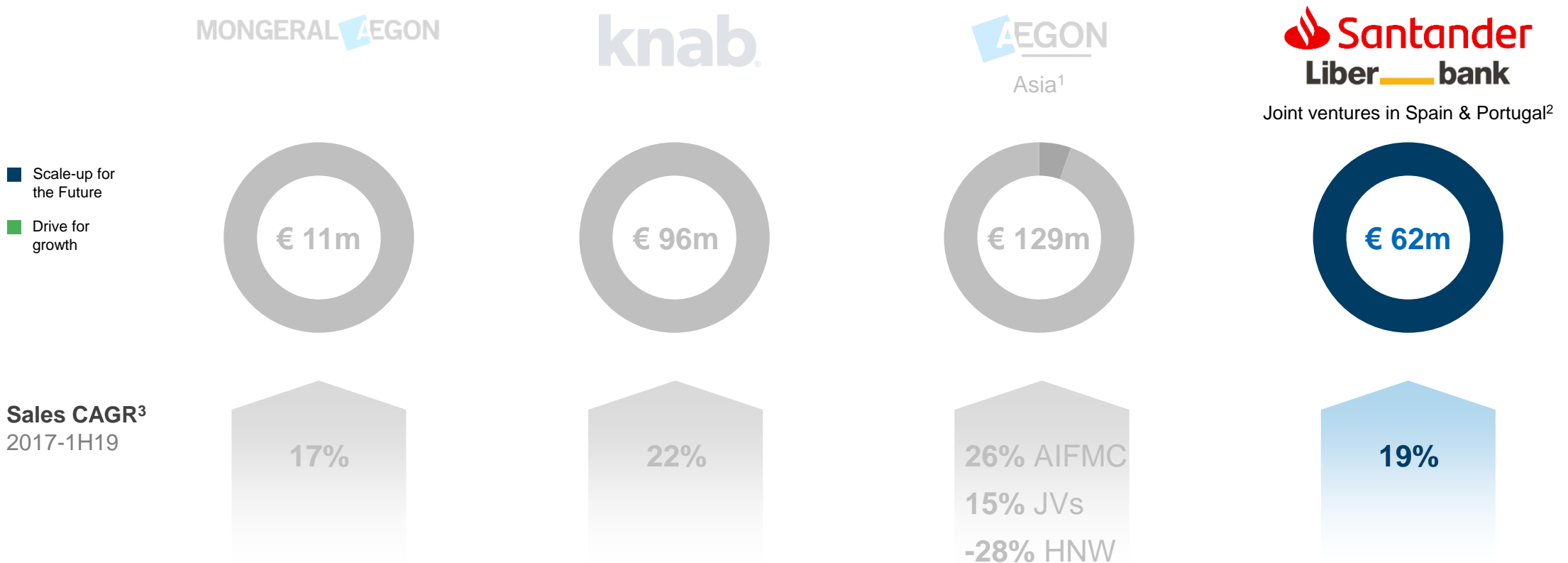
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Helping people achieve a lifetime of financial security



Translating growth opportunities into valuable businesses

Underlying earnings before tax
1H19 annualized



1. Consists of High Net Worth businesses, insurance joint ventures in China and India (combined as JVs for sales CAGR), and the asset management joint venture AIFMC in China
 2. Excludes expenses for services shared with own channels in Spain
 3. Based on i) gross deposits for asset management and banking businesses, ii) sum of Life APE, and new premiums (A&H and P&C) for insurance businesses, iii) local currency for Mongeral Aegon

Capturing growth opportunities in Spain & Portugal



Focus on personal protection: Term Life, Accident, Health and Household insurance



2 million customers with access to millions of potential additional customers through JVs

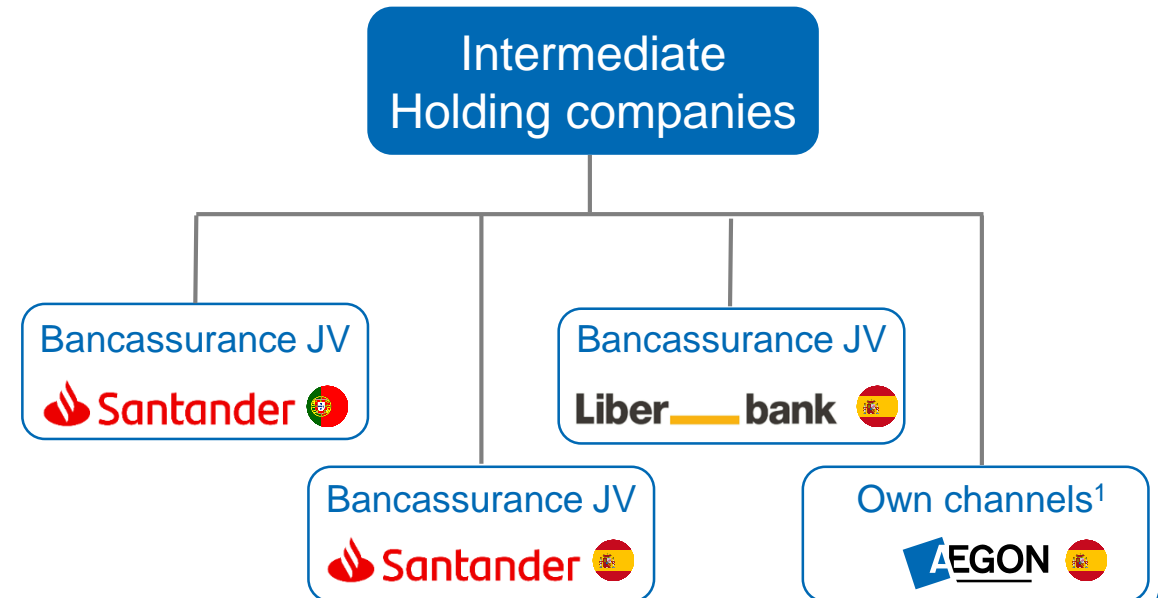


Successful track record in managing bancassurance alliances, current JVs with Banco Santander and Liberbank are growing











Own channels add scale and support bancassurance JVs; operational restructuring to improve performance

Current organization Aegon Spain & Portugal



1. Own channels are part of Aegon España legal entity together with shared services, see next page

Aegon's footprint in Spain & Portugal

	1 Bancassurance		2 Own channels	
	 Santander 	 Santander 	 Liberbank 	 AEGON 
Savings			<ul style="list-style-type: none"> • 375 branches • 0.9m bank customers 	<ul style="list-style-type: none"> • 1,000 active brokers • 200 active agents • GWP: EUR 146m • UEBT: EUR (10)m¹
Term Life			<ul style="list-style-type: none"> • GWP: EUR 32m • UEBT: EUR 8m 	
Health	<ul style="list-style-type: none"> • 3,000 branches • 17m bank customers • GWP: EUR 194m • UEBT: EUR 32m 	<ul style="list-style-type: none"> • 425 branches • 5m bank customers • GWP: EUR 56m • UEBT: EUR 11m 		
Household				
Shared services	<ul style="list-style-type: none"> • Managerial infrastructure • Services for IT, finance, risk, actuarial, facilities and administration • EUR 16m¹ expenses for shared services 			

Notes: GWP = Gross Written Premium; UEBT = Underlying Earnings Before Tax; figures based on FY 2018; bancassurance financial figures based on Aegon's share in joint ventures in Spain and Portugal (51% for Santander and 50% for Liberbank); branches and customer figures are based on most recent public information
 1. Results are reported by Aegon España legal entity

Aegon Spain provides growth opportunities in market with attractive fundamentals

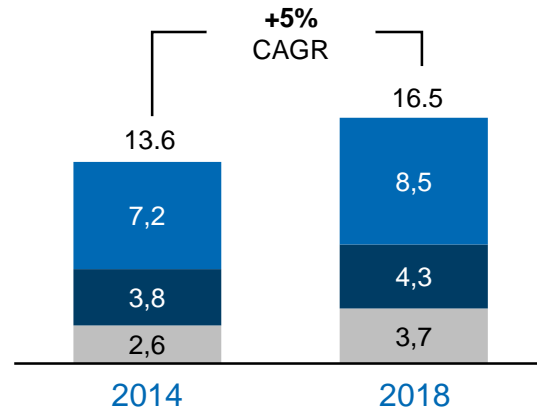
Growth drivers Aegon Spain

Spanish market is growing...

...of which bancassurance is the fastest growing segment...

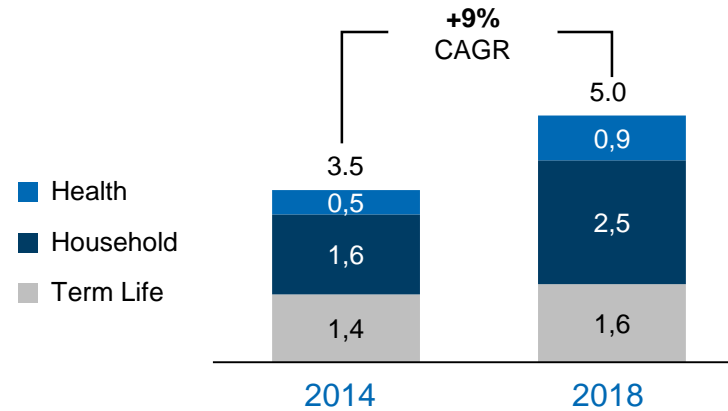
...with an increasing insurance penetration

Insurance premiums in Spanish market
(in EUR billion)



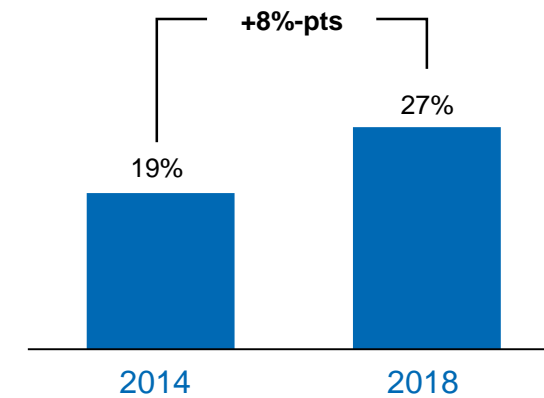
Own channels focus on fast growing Term Life and Health insurance products

Insurance premiums bancassurance in Spanish market
(in EUR billion)



Expanding JV network

JV customers¹ with Aegon insurance products
(in %)



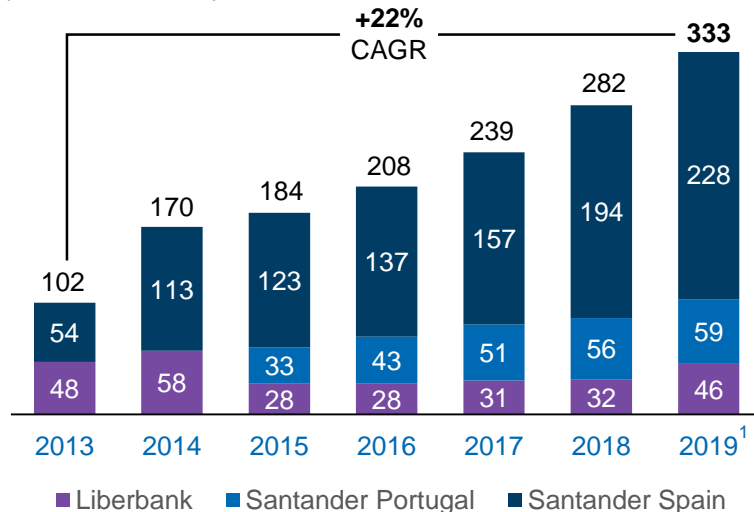
Driving product penetration in JVs

Source: The Economist intelligence unit, ICEA, McKinsey Global Insurance Pools
1. JV customers refers to active customers of banking partners

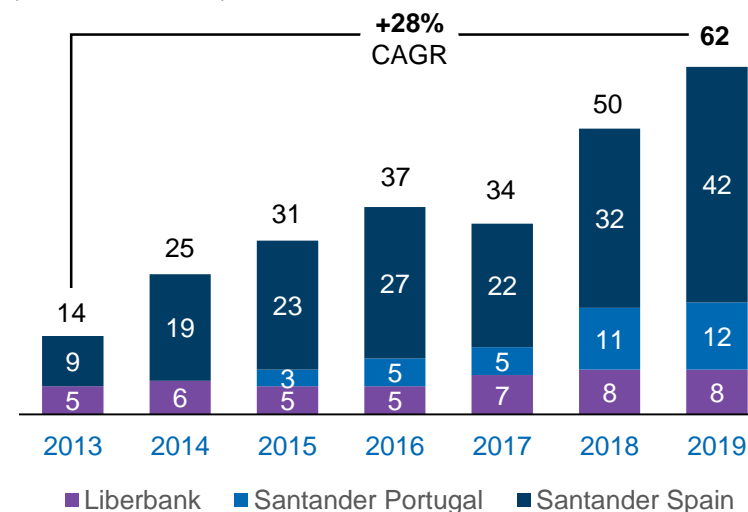
Successful bancassurance partnerships

- Substantial growth through life insurance companies with Santander created in 2013
 - Successful organic growth through increased sales to existing Santander customers
 - Addition of new JV in Portugal in 2015
 - Expansion of partnership in Spain in 2018 to include former Popular branches expected to lead to further growth
- Increased scale and shift in product mix towards Term Life insurance lead to favorable earnings momentum

Bancassurance GWP
(in EUR million)



Bancassurance UEBT
(in EUR million)



Note: Figures based on Aegon's share in joint ventures in Spain and Portugal (51% for Santander and 50% for Liberbank)
1. 1H 2019 annualized

JVs supported by own channels

Turning around performance of own channels



Instrumental role in supporting JVs

- Providing back-office and selected front-office services to the JVs
- JVs leveraging insurance expertise from own channels
- Scalable platform for potential future alliances



Standalone insurance platform

- Developed multichannel capabilities (tied agents, brokers and online distribution)
- Focus on fast-growing segments of the market: Health and Term Life insurance



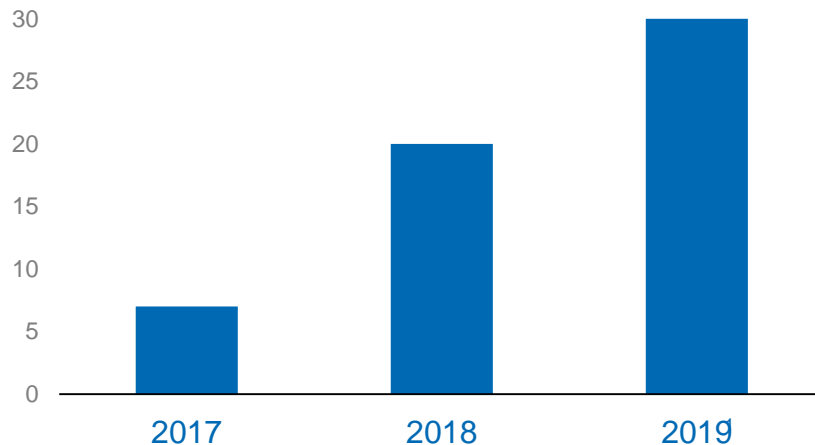
Operational restructuring to improve performance

- Rationalize distribution, streamline and digitize processes, and stricter claims handling to improve financial results
- Successful expense savings program initiated with additional EUR 13 million savings to be expected
- Own channels expected to be break-even in the short to medium-term

Management actions are driving capital generation growth

- Normalized capital generation benefiting from increasing scale of bancassurance and operational restructuring of own channels
- New business is capital efficient with attractive IRRs and payback periods
 - Business written in 2018 with an IRR of ~17% and a payback period of ~5 years

Normalized capital generation
(in EUR million)



Solvency II position in Spain

- Transitional measures and Matching Adjustment are no longer being used as of 3Q19
- Capital injection of EUR 75 million from the Group in 3Q19 in order to ensure Solvency II ratios of all entities in Aegon Spain remain in target range
- Legal restructuring to include Spanish JVs under – instead of next to – Aegon Spain’s own channels. This is expected to improve the Solvency II ratio and lead to an additional dividend to the Group²

Note: Normalized capital generation excluding market impacts and one-off items

1. 1H 2019 annualized

2. Solvency II ratio of Aegon España, the legal entity containing the own channels and shared services. Legal restructuring is subject to regulatory approval

Translating growth opportunities into valuable businesses

Strong foundation

- Active in fastest growing market segments
- Strong track record in managing bancassurance alliances



Growth opportunities

- Expanding JVs and product penetration
- Increasing Health and Term Life insurance sales own channels



Value creation

Thank you

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Helping people achieve a lifetime of financial security

Disclaimer

Cautionary note regarding non-IFRS-EU measures

This document includes the following non-IFRS-EU financial measures: underlying earnings before tax, income tax, income before tax, market consistent value of new business and return on equity. These non-IFRS-EU measures are calculated by consolidating on a proportionate basis Aegon's joint ventures and associated companies. The reconciliation of these measures, except for market consistent value of new business, to the most comparable IFRS-EU measure is provided in note 3 'Segment information' of Aegon's Condensed Consolidated Interim Financial Statements. Market consistent value of new business is not based on IFRS-EU, which are used to report Aegon's primary financial statements and should not be viewed as a substitute for IFRS-EU financial measures. Aegon may define and calculate market consistent value of new business differently than other companies. Return on equity is a ratio using a non-IFRS-EU measure and is calculated by dividing the net underlying earnings after cost of leverage by the average shareholders' equity adjusted for the revaluation reserve. Aegon believes that these non-IFRS-EU measures, together with the IFRS-EU information, provide meaningful supplemental information about the underlying operating results of Aegon's business including insight into the financial measures that senior management uses in managing the business.

Local currencies and constant currency exchange rates

This document contains certain information about Aegon's results, financial condition and revenue generating investments presented in USD for the Americas and Asia, and in GBP for the United Kingdom, because those businesses operate and are managed primarily in those currencies. Certain comparative information presented on a constant currency basis eliminates the effects of changes in currency exchange rates. None of this information is a substitute for or superior to financial information about Aegon presented in EUR, which is the currency of Aegon's primary financial statements.

Forward-looking statements

The statements contained in this document that are not historical facts are forward-looking statements as defined in the US Private Securities Litigation Reform Act of 1995. The following are words that identify such forward-looking statements: aim, believe, estimate, target, intend, may, expect, anticipate, predict, project, counting on, plan, continue, want, forecast, goal, should, would, could, is confident, will, and similar expressions as they relate to Aegon. These statements are not guarantees of future performance and involve risks, uncertainties and assumptions that are difficult to predict. Aegon undertakes no obligation to publicly update or revise any forward-looking statements. Readers are cautioned not to place undue reliance on these forward-looking statements, which merely reflect company expectations at the time of writing. Actual results may differ materially from expectations conveyed in forward-looking statements due to changes caused by various risks and uncertainties. Such risks and uncertainties include but are not limited to the following:

- Changes in general economic and/or governmental conditions, particularly in the United States, the Netherlands and the United Kingdom;
- Changes in the performance of financial markets, including emerging markets, such as with regard to:
 - The frequency and severity of defaults by issuers in Aegon's fixed income investment portfolios;
 - The effects of corporate bankruptcies and/or accounting restatements on the financial markets and the resulting decline in the value of equity and debt securities Aegon holds; and
 - The effects of declining creditworthiness of certain public sector securities and the resulting decline in the value of government exposure that Aegon holds;
- Changes in the performance of Aegon's investment portfolio and decline in ratings of Aegon's counterparties;
- Lowering of one or more of Aegon's debt ratings issued by recognized rating organizations and the adverse impact such action may have on Aegon's ability to raise capital and on its liquidity and financial condition;
- Lowering of one or more of insurer financial strength ratings of Aegon's insurance subsidiaries and the adverse impact such action may have on the written premium, policy retention, profitability and liquidity of its insurance subsidiaries;
- The effect of the European Union's Solvency II requirements and other regulations in other jurisdictions affecting the capital Aegon is required to maintain;
- Changes affecting interest rate levels and continuing low or rapidly changing interest rate levels;
- Changes affecting currency exchange rates, in particular the EUR/USD and EUR/GBP exchange rates;
- Changes in the availability of, and costs associated with, liquidity sources such as bank and capital markets funding, as well as conditions in the credit markets in general such as changes in borrower and counterparty creditworthiness;
- Increasing levels of competition in the United States, the Netherlands, the United Kingdom and emerging markets;
- Catastrophic events, either manmade or by nature, including by way of example acts of God, acts of terrorism, acts of war and pandemics, could result in material losses and significantly interrupt Aegon's business;
- The frequency and severity of insured loss events;
- Changes affecting longevity, mortality, morbidity, persistence and other factors that may impact the profitability of Aegon's insurance products;
- Aegon's projected results are highly sensitive to complex mathematical models of financial markets, mortality, longevity, and other dynamic systems subject to shocks and unpredictable volatility. Should assumptions to these models later prove incorrect, or should errors in those models escape the controls in place to detect them, future performance will vary from projected results;
- Reinsurers to whom Aegon has ceded significant underwriting risks may fail to meet their obligations;
- Changes in customer behavior and public opinion in general related to, among other things, the type of products Aegon sells, including legal, regulatory or commercial necessity to meet changing customer expectations;
- Customer responsiveness to both new products and distribution channels;
- As Aegon's operations support complex transactions and are highly dependent on the proper functioning of information technology, operational risks such as system disruptions or failures, security or data privacy breaches, cyberattacks, human error, failure to safeguard personally identifiable information, changes in operational practices or inadequate controls including with respect to third parties with which we do business may disrupt Aegon's business, damage its reputation and adversely affect its results of operations, financial condition and cash flows;
- The impact of acquisitions and divestitures, restructurings, product withdrawals and other unusual items, including Aegon's ability to integrate acquisitions and to obtain the anticipated results and synergies from acquisitions;
- Aegon's failure to achieve anticipated levels of earnings or operational efficiencies as well as other cost saving and excess cash and leverage ratio management initiatives;
- Changes in the policies of central banks and/or governments;
- Litigation or regulatory action that could require Aegon to pay significant damages or change the way Aegon does business;
- Competitive, legal, regulatory, or tax changes that affect profitability, the distribution cost of or demand for Aegon's products;
- Consequences of an actual or potential break-up of the European monetary union in whole or in part, or the anticipated exit of the United Kingdom from the European Union and potential consequences if other European Union countries leave the European Union;
- Changes in laws and regulations, particularly those affecting Aegon's operations' ability to hire and retain key personnel, taxation of Aegon companies, the products Aegon sells, and the attractiveness of certain products to its consumers;
- Regulatory changes relating to the pensions, investment, and insurance industries in the jurisdictions in which Aegon operates;
- Standard setting initiatives of supranational standard setting bodies such as the Financial Stability Board and the International Association of Insurance Supervisors or changes to such standards that may have an impact on regional (such as EU), national or US federal or state level financial regulation or the application thereof to Aegon, including the designation of Aegon by the Financial Stability Board as a Global Systemically Important Insurer (G-SII); and
- Changes in accounting regulations and policies or a change by Aegon in applying such regulations and policies, voluntarily or otherwise, which may affect Aegon's reported results, shareholders' equity or regulatory capital adequacy levels.

Further details of potential risks and uncertainties affecting Aegon are described in its filings with the Netherlands Authority for the Financial Markets and the US Securities and Exchange Commission, including the Annual Report. These forward-looking statements speak only as of the date of this document. Except as required by any applicable law or regulation, Aegon expressly disclaims any obligation or undertaking to release publicly any updates or revisions to any forward-looking statements contained herein to reflect any change in Aegon's expectations with regard thereto or any change in events, conditions or circumstances on which any such statement is based.