Welcome to the Annual General Meeting of Shareholders

In order to hear a simultaneous translation in **English** please choose channel 2

Welkom op de jaarlijkse Algemene Vergadering van Aandeelhouders

Voor het beluisteren van een simultaanvertaling in het **Nederlands** kiest u kanaal 1





Welcome - Welkom

Annual General Meeting of Shareholders

Algemene Vergadering van Aandeelhouders

The Hague, May 17, 2019





William L. Connelly

Chairman of the Supervisory Board

Voorzitter van de Raad van Commissarissen



Welcome to the Annual General Meeting of Shareholders

In order to hear a simultaneous translation in **English** please choose channel 2 Welkom op de jaarlijkse Algemene Vergadering van Aandeelhouders

Voor het beluisteren van een simultaanvertaling in het **Nederlands** kiest u kanaal 1



Agenda item 1 / Agendapunt 1

Opening



Agenda item 2 / Agendapunt 2

2018 Business overview

Presentatie van de gang van zaken in 2018





Growing and modernizing Aegon to create value

Alex Wynaendts CEO & Chairman of the Executive Board

The Hague, May 17, 2019

Helping people achieve a lifetime of financial security



Today's storyline

- Our purpose and vision
- Looking back: 2016-2018
- Looking ahead: targets & priorities

Growing + modernizing = creating value



Our purpose and vision

Purpose

Helping people achieve a lifetime of financial security

Vision



- Financially secure and healthy lives
- Secure retirement and healthy aging in society



Cleaner and healthier environment



To help people achieve a lifetime of financial security

From working life



Protection

We protect what is important to our customers, their families, their health and their homes ...through guidance and advice...



Accumulation

We help our customers save and invest for the future

...to trusted provider of retail solutions



At & after retirement

We provide our customers with retirement income, helping to meet costs of care and securing their families' future



Growth and modernizing Aegon to create value

Focusing on sustainable growth after simplifying the business and optimizing the portfolio

2011 - 2015	2016 - 2018	2019 >
 Doubling of free cash flow Changing business profile 	 Improving operational performance Strengthening of capital base 	 Profitable sales growth Sustainably growing capital return
Simplification of business and portfolio optimization		Growth



How our businesses have changed 2016 – 2018

US

- Sold run-off businesses
- Partnership with TCS
- Cost savings of USD 100 million
- Organization simplified
- Exited certain distribution channels
- Reviewed 100 products; 20 products withdrawn

- Strengthened capital position
- Invested in capital light activities

Europe

- Banking activities extended
- UMG divested

UK

NL

- Sale of annuity portfolio
- Leading platform business
- Atos to administer existing policies

Countries exited

c.funds



- Focus on digital solutions
 - Aegon Life India 100% digital

Asia

- China: 95% of policies digitally provided
- Go Bear: ~2.3 million site visits per month
- Leading position TLB on high-networth market
- Business rationalizations

 AAM earnings tripled over past 8 years

AAM

- 7th consecutive year of positive external third-party net inflows
- Partnerships in France and China strongly contribute to growth

Targeted in-market acquisitions supporting our strategy



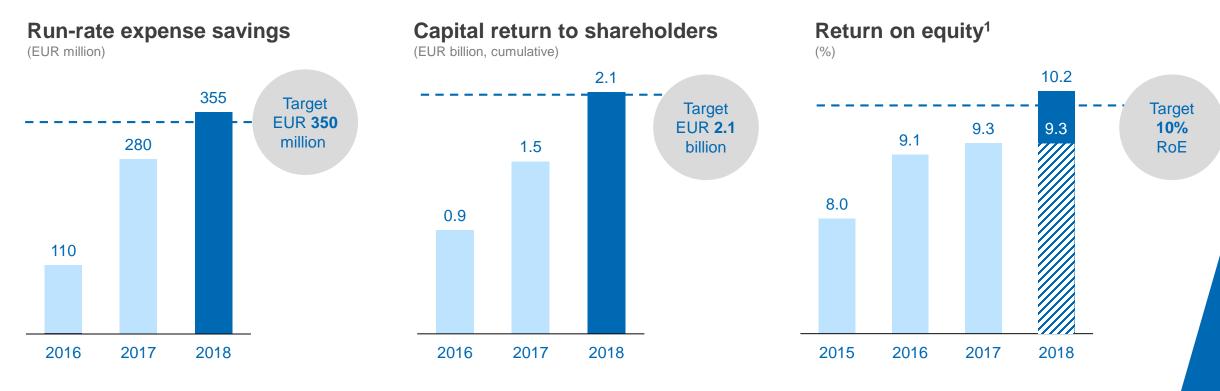


ROBIDUS



Delivery on targets 2016 – 2018

Significant expense savings and capital return; strong progress on return on equity



EUR 0.29 dividend per share

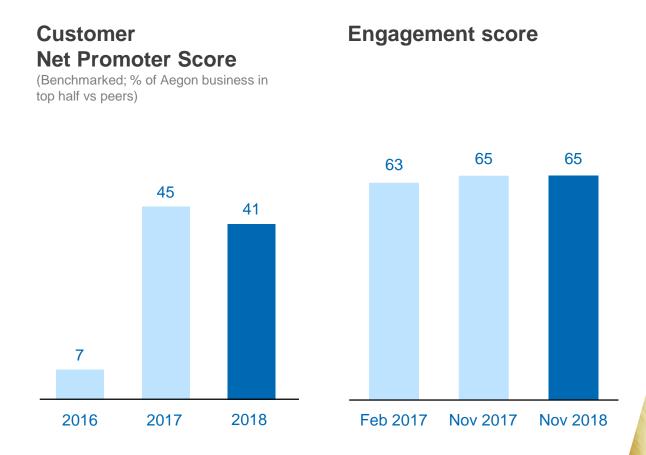
Full-year 2018 +7% year-on-year

1. To align closer to definitions used by peers and rating agencies, Aegon has retrospectively changed its internal definition of adjusted shareholders' equity used in calculating return on equity for the group, return on capital for its units, and the gross financial leverage ratio. As of the second half of 2018, shareholders' equity will no longer be adjusted for the remeasurement of defined benefit plans. Based on the old definition, RoE amounted to 7.3% in 2015; 8.0% in 2016; 8.4% in 2017 and 9.3% in 2018.



Satisfied customers and committed employees

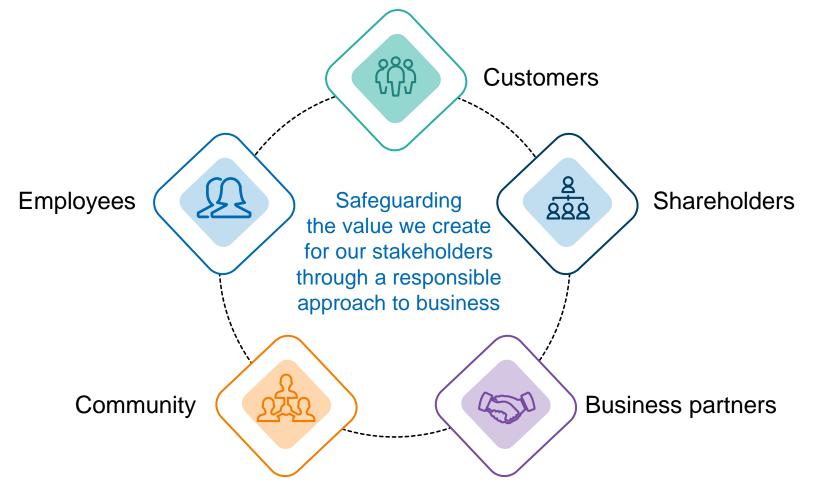
Despite profound changes in the company





A sustainable business is a responsible business

For all our stakeholders



Leverage fintech to accelerate our business needs

Investing in innovation and digitization



Applying new technologies and skills to upgrade our existing businesses



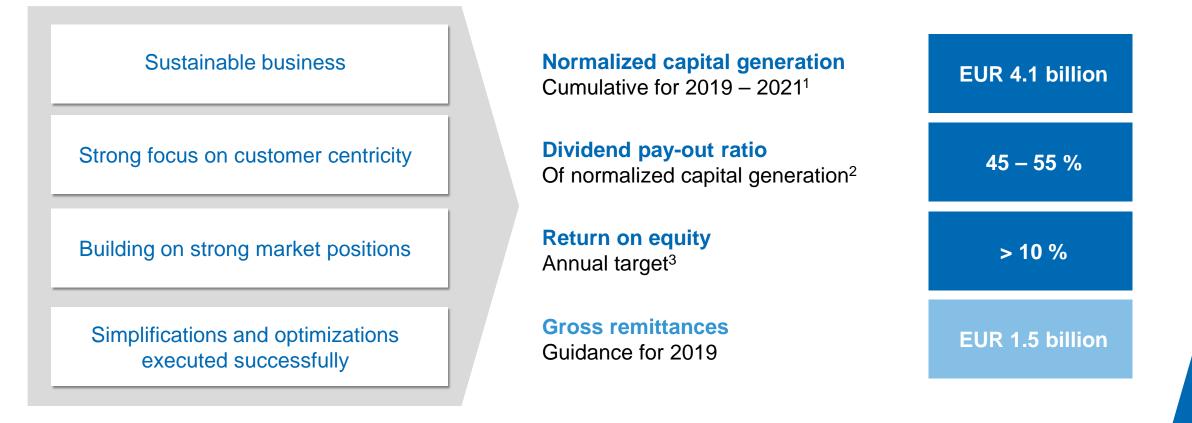
Digital-native initiatives that don't rely on legacy

Partnerships with fintechs through our corporate venture fund



Targets 2019 – 2021

Growth strategy will deliver sustainable and attractive returns to all stakeholders



^{1.} Capital generation excluding market impact and one-time items after holding funding & operation expenses

2. Assuming markets move in line with management's best estimate, no material regulatory changes and no material one-time items other than already announced restructuring programs

3. To align closer to definitions used by peers and rating agencies, Aegon has retrospectively changed its internal definition of adjusted shareholders' equity used in calculating return on equity for the group, return on capital for its units, and the gross financial leverage ratio. As of the second half of 2018, shareholders' equity will no longer be adjusted for the remeasurement of defined benefit plans

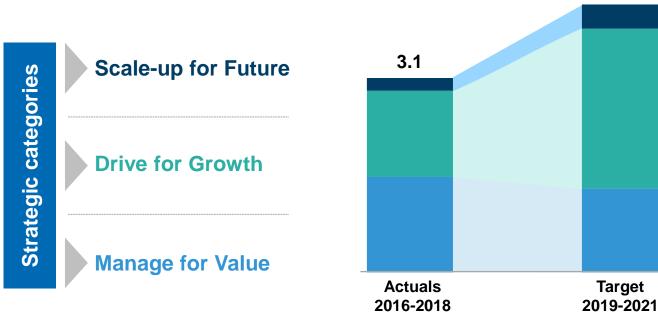


Active portfolio management

Grouping our businesses in three distinct categories

Aegon's growth strategy

- Actively manage portfolio
- Distinct categories of businesses
- Focused strategy per category
- Unlock potential of our customer base and market positions
- Leverage capabilities and attractive propositions in the right markets



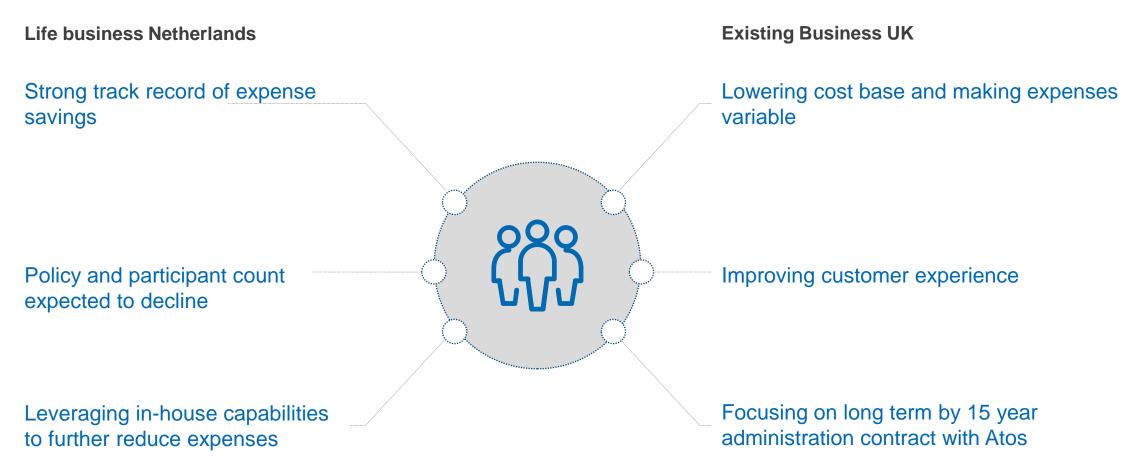
Normalized capital generation¹ (in EUR billion, cumulative for 3 years)





Manage for Value

Good stable businesses that require cost discipline and efficiency



Drive for growth

Engaging large customer base, growing in core markets

Customers Goals

- Broader and longer relationship
- Improved engagement

Markets

Goals

- Growth in key markets
- Benefit from retirement trends

Focus

- Offer bundled products and advisory
- Provide relevant guidance
- Use of data and data analytics

Focus

- Leverage leading positions
- Grow market share
- Markets with growth opportunities

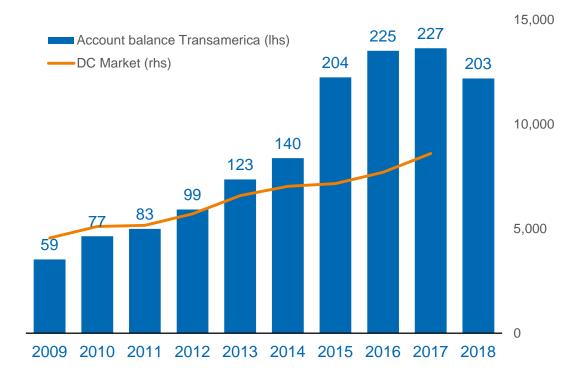


Drive for Growth

Growing US Retirement Plans business much stronger than the market

Assets

(USD billion)



US Retirement Plans business

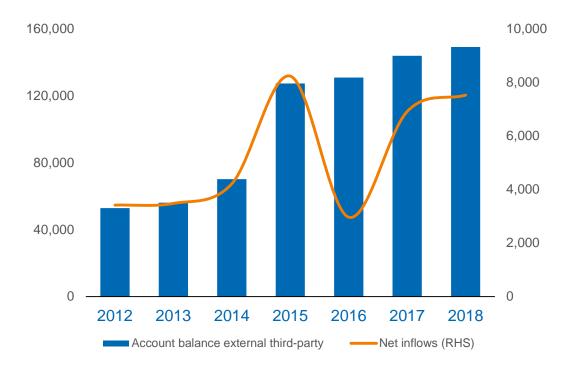
- Strong asset growth since 2009
 - Despite outflows in recent years
- Management actions in place to return to growth over time
 - Realignment of management responsibilities to increase focus on growing our Workplace Solutions offering
 - Investments in additional platform functionality to enhance customer experience
- Improving customer satisfaction



Drive for Growth

Strong growth of attractive third-party business at Aegon Asset Management

Account balances; net flows external third-party (EUR millions)



Aegon Asset Management

- 7th consecutive year of positive external thirdparty net inflow
- Assets under management external third-party nearly tripled since 2012
- Leveraging investment capabilities and expertise through partnerships in China and France

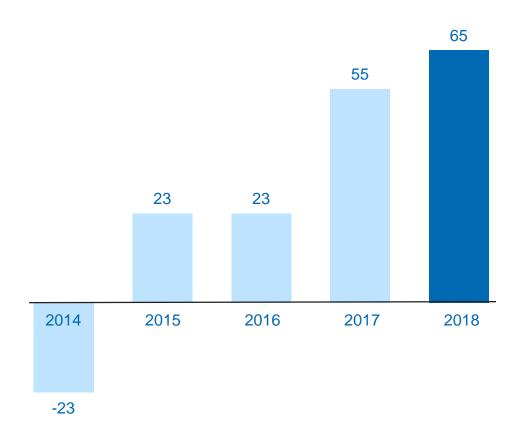


Scale-up for the Future

Continuing to grow in selected traditional insurance markets

Underlying earnings Asia

(USD millions)



Aegon Asia

- TLB serving the growing segment of high-networth customers
- Aegon THTF in China offers life and protection products across the largest emerging market; ~540,000 customers and ~776,000 policies
- Aegon THTF and Aegon Life in India focus on digital processes and distribution
- Providing good opportunities for innovation



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Scale-up for the Future

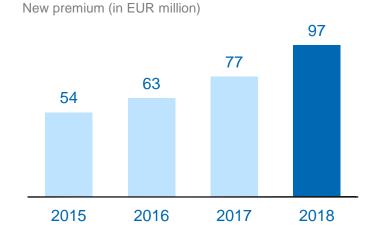
Efficient service provider TKP leveraging technology

2018

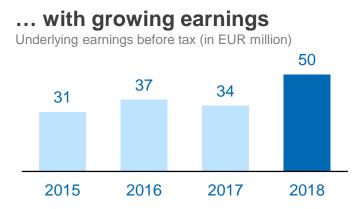


Scale-up for the Future

Scaling-up joint ventures in Spain and Portugal with significant growth potential



Strongly growing business ...



Spain and Portugal

- Santander key strong strategic joint venture partner
- Extensive distribution network of 5,600 bank branches enables significant growth potential
- Agreement with Santander to expand JVs using Banco Popular's distribution network
- Digitization and automation program well underway



Selective inorganic growth

Adding scale

- Mercer's US defined contribution business
- Leading platform business in the UK following acquisition of Cofunds

Adding new capabilities

- Mercer's US and BlackRock's UK defined contribution businesses add capabilities in large case segments
- Robidus adds capabilities such as providing prevention and employee reintegration services



Fee and protection businesses

- Robidus acquisition expands Aegon NL's position in income protection value chain
- Expansion Santander partnership with Banco Popular franchises

Building on leading positions

- With a focus of cementing leading positions
- Including in US retirement administration, UK platform and Dutch income protection market



Focus 2019 – 2021

Attractive returns to shareholder based on a strong global franchise



Focus on profitable growth and sustainable capital generation



Agenda item 3 / Agendapunt 3

Annual Report and annual accounts 2018

Jaarverslag en jaarrekening 2018



Agenda item 3.1 / Agendapunt 3.1

Reports of the Boards for 2018

Verslagen van de Raad van Bestuur en de Raad van Commissarissen over 2018





Our financial performance in 2018

Matt Rider CFO & Member of the Executive Board

The Hague, May 17, 2019

Helping people achieve a lifetime of financial security

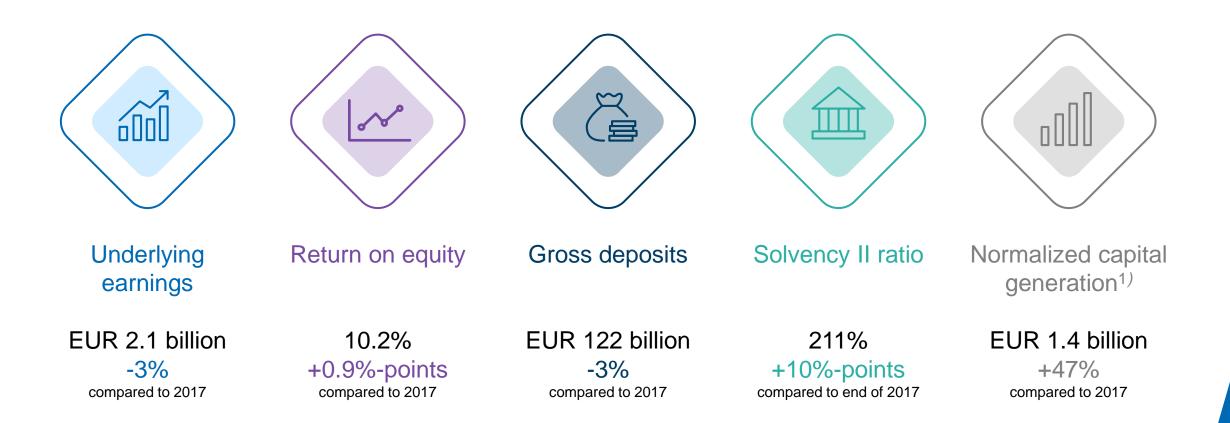


Today's storyline

- Our financial performance in 2018
- Strong improvement in return on equity despite market developments
- Gross deposits remain at a high level
- Delivered on expense savings target
- Growing capital generation; increased dividend



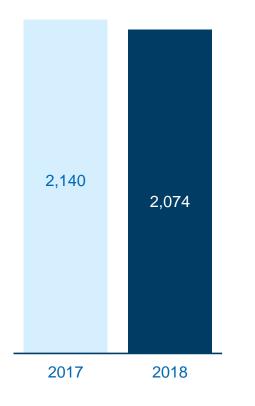
Our financial performance in 2018

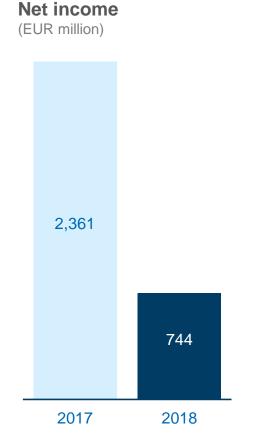




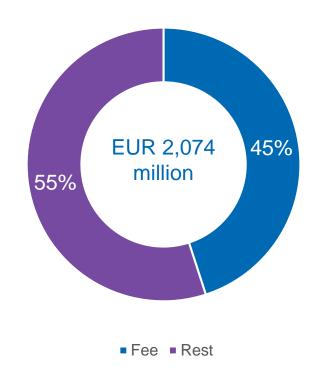
Earnings impacted by markets and outflows

Underlying earnings before tax (EUR million)





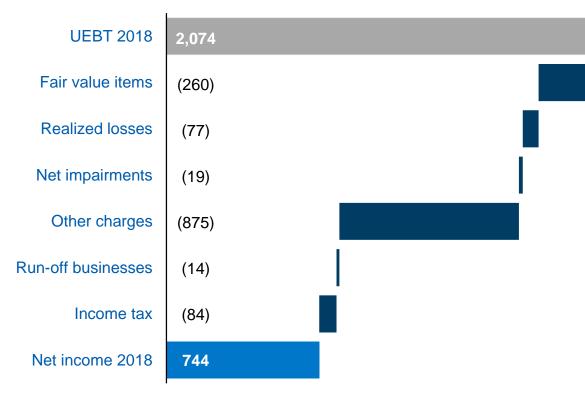






Net income amounts to EUR 744 million

Underlying earnings to net income development in 2018 (EUR million)

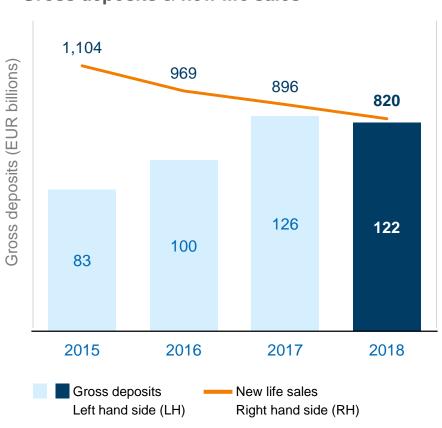


- Fair value losses in Americas primarily related to hedge losses, reflecting equity market decline at the end of 2018, and losses on fair value investments
- Transition and conversion charges for TCS partnership US
- Class action litigation settlement
- Result on divestments
- Restructuring expenses and benefits from Cofunds and BlackRock's DC business in UK
- Assumption & model updates



Gross deposits remain at a high level Despite slight decrease for the year

- Gross deposits down 3% compared with 2017
 - Lower platform deposits in UK and lower Asset Management deposits
- Net outflows of EUR 4.7 billion
 - Net inflows in Asset Management, UK and Dutch banking business
 - Net outflows in Retirement Plans business in US
- Continued focus on profitability over volume in life
- A&H and general insurance sales strongly decreased
 - Due to strategic decision to exit travel insurance, affinity and stop loss insurance



Gross deposits & new life sales

Delivered EUR 350 million expense savings target

- Annualized run-rate savings of approximately EUR 355 million in 2016-2018
- US short of target due to investments in operations and technology
 - TCS partnership generated ~1/3 of US savings
- The Netherlands delivered on target due to digitization, automation of processes and efficiencies in marketing and sales
- Expense savings at the holding driven by tight expense control

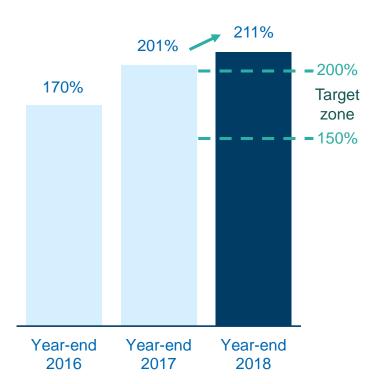
Cumulative run-rate savings since year-end 2015





Capital levels above target

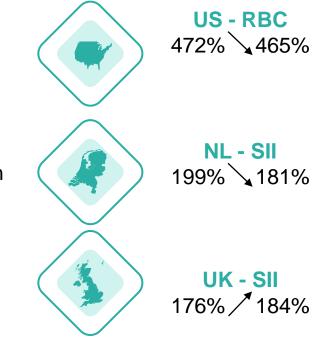
Group Solvency II ratio¹⁾ (EUR million)



- Group Solvency II ratio up 10%-points
- Driven by strong capital generation
 - EUR 1.4 billion in 2018²⁾
- Capital ratios of main units remain within or above target zones

Local solvency ratio by unit³⁾

Year-end 2017 vs year-end 2018





²⁾ Normalized capital generation after Holding expenses, excluding market impacts and one-off items.

³⁾ US target range = 350-450% RBC; NL target range = 150-190% Solvency II, and is currently under review, Group Solvency II target range is likely to remain unchanged; UK target range = 145-185% Solvency II.



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Returned EUR 2.1 billion capital over 2016 – 2018

Free cash flows significantly increased



Growing capital generation

in EUR milli	on)
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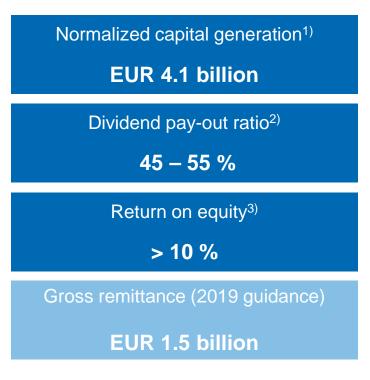
	FY17	FY18
Capital generation	2,062	1,425
Market impacts and one-time items	763	-306
Capital generation excluding market impacts & one-time Items	1,299	1,731
Holding funding & operating expenses	-352	-333
Free cash flow	947	1,398
Announced dividend	554	595



Conclusions

- Strong progress on 2016 2018 targets
- Attractive new targets for 2019 2021
- Focus on growing capital generation and dividends

Targets 2019 – 2021



1. Capital generation excluding market impact and one-time items after holding funding & operation expenses

2. Assuming markets move in line with management's best estimate, no material regulatory changes and no material one-time items other than already announced restructuring programs

3. To align closer to definitions used by peers and rating agencies, Aegon has retrospectively changed its internal definition of adjusted shareholders' equity used in calculating return on equity for the group, return on capital for its units, and the gross financial leverage ratio. As of the second half of 2018, shareholders' equity will no longer be adjusted for the remeasurement of defined benefit plans



Agenda item 3.1 / Agendapunt 3.1

Reports of the Boards for 2018

Verslagen van de Raad van Bestuur en de Raad van Commissarissen over 2018



Agenda item 3.2 / Agendapunt 3.2

Remuneration report 2018

Remuneratierapport 2018





Ben Noteboom

Chairman of the Remuneration Committee

Voorzitter van de Remuneration Committee



Executive Board Remuneration

Fixed compensation (annual salary) + Variable compensation (max. 100% of annual salary) + Benefits (e.g. pension)

Fixed compensation

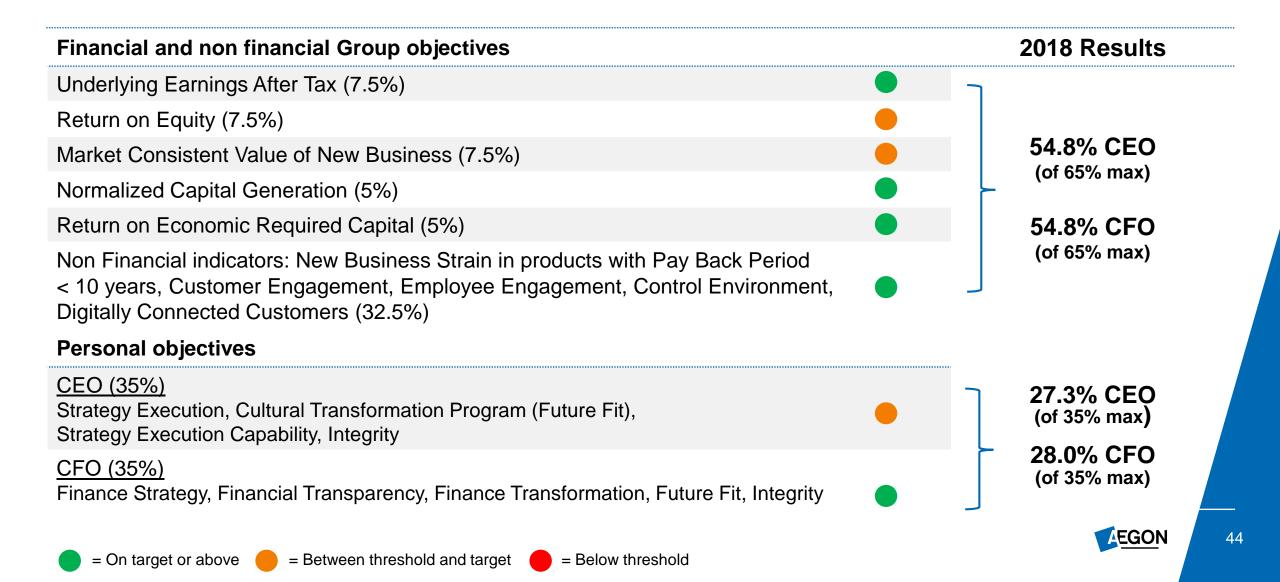
• In 2018, the annual base salary's of the CEO and CFO were increased with 2%.

Variable Compensation

- Conditionally allocated after completion of performance year, depending on results.
- Maximum of 100% as per Dutch legislation for international holdings.
- 50% of the allocation is in shares, 50% in cash.
- 40% of the allocation is paid out/vests in year following performance year.
- 60% of the allocation is deferred and is paid out/vests in the subsequent 3 years, subject to ex-post assessments.
- After vesting, the variable compensation shares are subject to a holding period of 3 years.



Executive Board 2018 Variable Compensation results



Executive Board Variable Compensation awards

Conditionally allocation 2018 variable compensation:

- CEO: 82.05% of fixed compensation (2017: 90.36%, 2016: 82.25%).
- CFO: 82.75% of fixed compensation (2017: 89.11%).

Pay-out schedule:

- 40% of variable compensation to be paid / vest in 2019.
- 50% of this is in shares, 50% in cash.
- 60% is deferred in three tranches (to be paid / vest in 2020, 2021 and 2022).
- Each tranche is 50% in shares, 50% in cash.
- All tranches are subject to ex-post assessments prior to pay out / vesting.
- Vested shares have an additional 3-year holding period during which they can not be sold.

Agenda item 3.2 / Agendapunt 3.2

Remuneration report 2018

Remuneratierapport 2018



Agenda item 3.3 / Agendapunt 3.3

Annual accounts 2018 and report independent auditor

Jaarrekening 2018 en rapport van de onafhankelijke accountant



Agenda item 3.4 / Agendapunt 3.4

Adoption of the annual accounts 2018

Vaststelling van de jaarrekening 2018



Voting procedure / Stem procedure

Prior to the voting

- You have logged in to Lumi AGM
- Agenda item appears automatically

During the voting

- Voting options appear in display
- Press button:

For Against Abstain

- Choice appears in display
- During voting you can change your choice
- Last choice counts

	Poll Open		
Agendapunt			
For/Voor			
Against/Tegen			
Abstain/Onthoud	ing		
Cancel			
	0	-	

Vóór de stemming

- U heeft ingelogd bij Lumi AGM
- Agenda item verschijnt automatisch

Tijdens de stemming

- Stemkeuzes verschijnen in venster
- Maak uw keuze:

Vóór

Tegen

Onthouding

- Keuze verschijnt in venster
- Tijdens stemming kunt u uw keuze wijzigen
- Laatste keuze geldt

Voting procedure / Stem procedure

Prior to the voting

- Insert card with chip facing you
- Name appears on display

During the voting

- Voting options appear in display
- Press button:
 - **1** = For
 - $\mathbf{2} = Against$
 - $\mathbf{3} = Abstain$
- Choice appears in display
- During voting you can change your choice
- Last choice counts



Vóór de stemming

- Plaats kaart met chip naar voren
- Naam verschijnt in venster

Tijdens de stemming

- Stemkeuzes verschijnen in venster
- Maak uw keuze:
 - **1** = Vóór
 - **2** = Tegen
 - **3** = Onthouding
- Keuze verschijnt in venster
- Tijdens stemming kunt u uw keuze wijzigen
- Laatste keuze geldt

Voting 3.4 / Stemming 3.4

Adoption of the annual accounts 2018

Vaststelling van de jaarrekening 2018



Agenda item 3.5 / Agendapunt 3.5

Approval of the final dividend 2018

Goedkeuring van het slotdividend over 2018



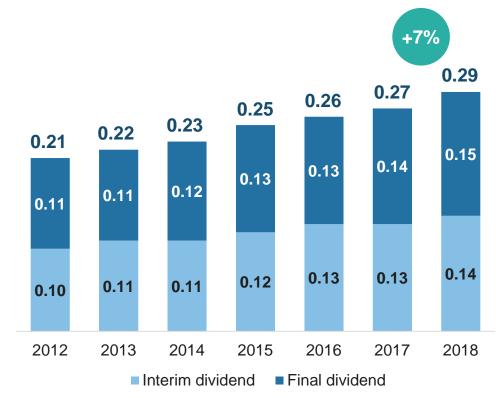
Aegon's dividend policy

- Remittances to the holding are available to execute our strategy, to fund operating and funding expenses, to pay dividends to shareholders and/or to increase financial flexibility
- Aegon aims to pay a sustainable dividend to shareholders, which can grow over time if performance of the company so allows
- Under normal circumstances, Aegon expects to declare an interim dividend and propose a final dividend for approval at the Annual General Meeting of Shareholders

Aegon's dividend proposal

- Proposed final dividend for 2018: EUR 0.15 per common share
 - Results in total dividend for 2018 of EUR 0.29 per common share
- To be paid in cash or stock
- Value of stock dividend approximately equal to cash dividend
- Intention to neutralize dilutive impact of stock dividend





AEGON

Agenda item 3.5 / Agendapunt 3.5

Approval of the final dividend 2018

Goedkeuring van het slotdividend over 2018



Voting 3.5 / Stemming 3.5

Approval of the final dividend 2018

Goedkeuring van het slotdividend over 2018



Agenda item 4 / Agendapunt 4

Appointment of PricewaterhouseCoopers as independent auditor for the annual accounts 2019 and 2020

Benoeming van PricewaterhouseCoopers als onafhankelijke accountant voor de jaarrekeningen 2019 en 2020



Voting 4 / Stemming 4

Appointment of PricewaterhouseCoopers as independent auditor for the annual accounts 2019 and 2020

Benoeming van PricewaterhouseCoopers als onafhankelijke accountant voor de jaarrekeningen 2019 en 2020



Agenda item 5 / Agendapunt 5

Release from liability

Kwijting



Agenda item 5.1 / Agendapunt 5.1

Release from liability for the members of the Executive Board for their duties performed during 2018

Verlenen van kwijting aan de leden van de Raad van Bestuur voor de uitoefening van hun taak in 2018



Agenda item 5.2 / Agendapunt 5.2

Release from liability for the members of the Supervisory Board for their duties performed during 2018

Verlenen van kwijting aan de leden van de Raad van Commissarissen voor de uitoefening van hun taak in 2018



Agenda item 5 / Agendapunt 5

Release from liability

Kwijting



Voting 5.1 / Stemming 5.1

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Voting 5.2 / Stemming 5.2

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Agenda item 6 / Agendapunt 6

Remuneration

Remuneratie



Agenda item 6.1 / Agendapunt 6.1

Adoption of the remuneration policy for members of the Supervisory Board

Vaststelling van het remuneratiebeleid voor de leden van de Raad van Commissarissen



Proposed amendment remuneration policy members Supervisory Board

Effective from January 1, 2019

- This proposal reflects the increase in complexity and workload of the Risk Committee and presents an update of the attendance and travel fees, after considering a peer review amongst comparable Dutch and European companies.
- Annual fixed fees for Risk Committee members become equal to Audit Committee.
 - Increasing Risk Committee Chairman fee from EUR 10,000 to EUR 13,000.
 - Increasing other Risk Committee Members from EUR 5,000 to EUR 8,000.
- The attendance fee for all Committees to become EUR 3,000 per meeting.
 - The Audit Committee attendance fee was already EUR 3,000, for the others it was EUR 2,000.
- Increase in intercontinental travel fee from EUR 3,000 to EUR 4,000.
- Introduce a continental travel fee and set this at EUR 2,000.
- Last change to policy was made at AGM of May 2013



Voting 6.1 / Stemming 6.1

Adoption of the remuneration policy for members of the Supervisory Board

Vaststelling van het remuneratiebeleid voor de leden van de Raad van Commissarissen



Agenda item 7 / Agendapunt 7

Composition of the Supervisory Board

Samenstelling van de Raad van Commissarissen



Agenda item 7.1 / Agendapunt 7.1

Reappointment of Ben J. Noteboom

Herbenoeming van Ben J. Noteboom



Ben J. Noteboom

Age: 60

Nationality: Dutch

Shares in the company: 23,500 (December 31, 2018) Main occupation:

- Non-executive Director

Membership of other Boards:

- Chairman of the Supervisory Board of Royal Vopak N.V.
- Member of the Supervisory Board of Royal Ahold Delhaize N.V.
- Member of the Board of Directors of VUmc Cancer Center Amsterdam
- Chairman of Stichting Prioriteit Ordina Groep



Voting 7.1 / Stemming 7.1

Reappointment of Ben J. Noteboom

Herbenoeming van Ben J. Noteboom



Agenda item 8 / Agendapunt 8

Composition of the Executive Board

Samenstelling van de Raad van Bestuur



Agenda item 8.1 / Agenda item 8.1

Reappointment of Alexander R. Wynaendts

Herbenoeming van Alexander R. Wynaendts



Alexander R. Wynaendts

Age: 58

Nationality: Dutch

Shares in the company: 494,779 (December 31, 2018) Profession:

 Chairman of the Executive Board and CEO of Aegon N.V.

Membership of other Boards (that qualify under the Act Management and Supervision):

 Independent Director of the Board of Air France-KLM S.A.



Voting 8.1 / Stemming 8.1

Reappointment of Alexander R. Wynaendts

Herbenoeming van Alexander R. Wynaendts



Agenda item 9 / Agendapunt 9

Issuance and acquisition of shares

Uitgifte en verkrijging van aandelen



Agenda item 9.1 / Agendapunt 9.1

Authorization of the Executive Board to issue common shares with or without pre-emptive rights

Machtiging van de Raad van Bestuur tot uitgifte van gewone aandelen met of zonder voorkeursrechten



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Agenda item 9.2 / Agendapunt 9.2

Authorization of the Executive Board to issue common shares in connection with a rights-issue

Machtiging van de Raad van Bestuur tot uitgifte van gewone aandelen in verband met een claim-emissie



Agenda item 9.3 / Agendapunt 9.3

Authorization of the Executive Board to acquire shares in the Company

Machtiging van de Raad van Bestuur tot verkrijging van eigen aandelen door de Vennootschap



Agenda item 9 / Agendapunt 9

Issuance and acquisition of shares

Uitgifte en verkrijging van aandelen



Voting 9.1 / Stemming 9.1

Authorization of the Executive Board to issue common shares with or without pre-emptive rights

Machtiging van de Raad van Bestuur tot uitgifte van gewone aandelen met of zonder voorkeursrechten



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Voting 9.2 / Stemming 9.2

Authorization of the Executive Board to issue common shares in connection with a rights-issue

Machtiging van de Raad van Bestuur tot uitgifte van gewone aandelen in verband met een claim-emissie



Voting 9.3 / Stemming 9.3

Authorization of the Executive Board to acquire shares in the Company

Machtiging van de Raad van Bestuur tot verkrijging van eigen aandelen door de Vennootschap



Agenda item 10 / Agendapunt 10

Any other business

Wat verder ter tafel komt



Agenda item 11 / Agendapunt 11

Closing







Thank you

Dank u wel

Helping people achieve a lifetime of financial security