

FINANCIAL OVERVIEW ^{c)}

EUR millions	Notes	Q1 2011	Q4 2010	%	Q1 2010	%
Underlying earnings before tax						
Americas		347	369	(6)	337	3
The Netherlands		81	87	(7)	104	(22)
United Kingdom		12	(6)	-	28	(57)
New markets		57	59	(3)	46	24
Holding and other		(83)	(57)	(46)	(69)	(20)
Underlying earnings before tax		414	452	(8)	446	(7)
Fair value items		(85)	30	-	(16)	-
Realized gains / (losses) on investments		91	255	(64)	126	(28)
Impairment charges		(62)	(133)	53	(150)	59
Other income / (charges)		(3)	(258)	99	23	-
Run-off businesses		22	9	144	(18)	-
Income before tax		377	355	6	411	(8)
Income tax		(50)	(37)	(35)	(39)	(28)
Net income		327	318	3	372	(12)
Net income / (loss) attributable to:						
Equity holders of AEGON N.V.		327	318	3	371	(12)
Non-controlling interests		-	-	-	1	-
Net underlying earnings		333	348	(4)	345	(3)
Commissions and expenses		1,513	1,659	(9)	1,586	(5)
of which operating expenses	11	837	909	(8)	812	3
New life sales						
Life single premiums		1,726	2,002	(14)	1,919	(10)
Life recurring premiums annualized		328	330	(1)	311	5
Total recurring plus 1/10 single		501	530	(5)	503	-
New life sales						
Americas	12	113	118	(4)	110	3
The Netherlands		65	113	(42)	62	5
United Kingdom		247	224	10	265	(7)
New markets	12	76	75	1	66	15
Total recurring plus 1/10 single		501	530	(5)	503	-
New premium production accident and health insurance		159	180	(12)	148	7
New premium production general insurance		13	15	(13)	14	(7)
Gross deposits (on and off balance)						
Americas	12	5,629	5,757	(2)	5,402	4
The Netherlands		462	490	(6)	743	(38)
United Kingdom		19	25	(24)	36	(47)
New markets	12	1,267	1,541	(18)	1,593	(20)
Total gross deposits		7,377	7,813	(6)	7,774	(5)
Net deposits (on and off balance)						
Americas	12	(233)	(566)	59	535	-
The Netherlands		(115)	(260)	56	67	-
United Kingdom		2	12	(83)	29	(93)
New markets	12	(1,719)	304	-	121	-
Total net deposits excluding run-off businesses		(2,065)	(510)	-	752	-
Run-off businesses		(880)	(1,436)	39	(2,210)	60
Total net deposits		(2,945)	(1,946)	(51)	(1,458)	(102)

REVENUE-GENERATING INVESTMENTS

	Mar. 31, 2011	Dec. 31, 2010	%
Revenue-generating investments (total)	399,882	413,191	(3)
Investments general account	136,991	143,188	(4)
Investments for account of policyholders	144,296	146,237	(1)
Off balance sheet investments third parties	118,595	123,766	(4)