

The information included in the following sheets of this Excel file forms an integral part of the Aegon press release on the Q3 results 2014 as published on November 13, 2014.

Cautionary note regarding non-IFRS measures

This document includes the following non-IFRS financial measures: underlying earnings before tax, income tax, income before tax and market consistent value of new business. These non-IFRS 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 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, which are used to report Aegon's primary financial statements and should not be viewed as a substitute for IFRS financial measures. Aegon may define and calculate market consistent value of new business differently than other companies. Aegon believes that these non-IFRS measures, together with the IFRS information, provide meaningful information about the underlying operating results of Aegon's business including insight into the financial measures that senior management uses in managing the business. In addition, return on equity is a ratio using a non-GAAP measure and is calculated by dividing the net underlying earnings after cost of leverage by the average shareholders' equity excluding the preferred shares, the revaluation reserve and the reserves related to defined benefit plans.

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 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, 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:

- o Changes in general economic conditions, particularly in the United States, the Netherlands and the United Kingdom;
- o 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 private sector securities and the resulting decline in the value of sovereign exposure that Aegon holds;
- o Changes in the performance of Aegon's investment portfolio and decline in ratings of Aegon's counterparties;
- o Consequences of a potential (partial) break-up of the euro;
- o The frequency and severity of insured loss events;
- o Changes affecting longevity, mortality, morbidity, persistence and other factors that may impact the profitability of Aegon's insurance products;
- o Reinsurers to whom Aegon has ceded significant underwriting risks may fail to meet their obligations;
- o Changes affecting interest rate levels and continuing low or rapidly changing interest rate levels;
- o Changes affecting currency exchange rates, in particular the EUR/USD and EUR/GBP exchange rates;
- o 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;
- o Increasing levels of competition in the United States, the Netherlands, the United Kingdom and emerging markets;
- o Changes in laws and regulations, particularly those affecting Aegon's operations, ability to hire and retain key personnel, the products Aegon sells, and the attractiveness of certain products to its consumers;
- o Regulatory changes relating to the insurance industry in the jurisdictions in which Aegon operates;
- o Changes in customer behavior and public opinion in general related to, among other things, the type of products also Aegon sells, including legal, regulatory or commercial necessity to meet changing customer expectations;
- o Acts of God, acts of terrorism, acts of war and pandemics;
- o Changes in the policies of central banks and/or governments;
- o 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;
- o 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 premium writings, policy retention, profitability and liquidity of its insurance subsidiaries;
- o The effect of the European Union's Solvency II requirements and other regulations in other jurisdictions affecting the capital Aegon is required to maintain;
- o Litigation or regulatory action that could require Aegon to pay significant damages or change the way Aegon does business;
- o As Aegon's operations support complex transactions and are highly dependent on the proper functioning of information technology, a computer system failure or security breach may disrupt Aegon's business, damage its reputation and adversely affect its results of operations, financial condition and cash flows;
- o Customer responsiveness to both new products and distribution channels;
- o Competitive, legal, regulatory, or tax changes that affect profitability, the distribution cost of or demand for Aegon's products;
- o Changes in accounting regulations and policies or a change by Aegon in applying such regulations and policies, voluntarily or otherwise, may affect Aegon's reported results and shareholders' equity;
- o 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;
- o Catastrophic events, either manmade or by nature, could result in material losses and significantly interrupt Aegon's business; and
- o Aegon's failure to achieve anticipated levels of earnings or operational efficiencies as well as other cost saving and excess capital and leverage ratio management initiatives.

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.

Key performance indicators

Key performance indicators									
<i>amounts in EUR millions</i> ^{b)}	Notes	Q3 2014	Q2 2014	%	Q3 2013	%	YTD 2014	YTD 2013	%
Underlying earnings before tax	1	291	514	(43)	550	(47)	1,303	1,495	(13)
Net income		52	343	(85)	236	(78)	787	700	12
Sales	2	2,333	2,066	13	1,697	38	6,485	5,410	20
Market consistent value of new business	3	192	221	(13)	285	(33)	636	719	(12)
Return on equity	4	5.0%	8.8%	(44)	11.0%	(55)	7.2%	8.8%	(18)

Financial overview ^{c)}									
EUR millions	Notes	Q3 2014	Q2 2014	%	Q3 2013	%	YTD 2014	YTD 2013	%
Underlying earnings before tax									
Americas		134	331	(60)	367	(64)	767	1,015	(24)
The Netherlands		127	131	(3)	114	11	386	330	17
United Kingdom		28	32	(12)	22	21	86	67	28
New Markets		40	62	(36)	72	(45)	163	181	(10)
Holding and other		(37)	(41)	10	(25)	(46)	(99)	(98)	(2)
Underlying earnings before tax		291	514	(43)	550	(47)	1,303	1,495	(13)
Fair value items		(296)	(263)	(13)	(457)	35	(675)	(1,022)	34
Realized gains / (losses) on investments		85	198	(57)	202	(58)	392	395	(1)
Net impairments		5	(3)	-	(46)	-	(6)	(121)	95
Other income / (charges)		(29)	(14)	(109)	(42)	31	(49)	(19)	(157)
Run-off businesses		(31)	(1)	-	2	-	(18)	7	-
Income before tax		23	432	(95)	209	(89)	947	735	29
Income tax		29	(88)	-	27	7	(160)	(35)	-
Net income		52	343	(85)	236	(78)	787	700	12
Net income / (loss) attributable to:									
Equity holders of Aegon N.V.		52	343	(85)	236	(78)	787	699	13
Non-controlling interests		-	-	-	-	(50)	-	1	(82)
Net underlying earnings		235	382	(38)	476	(51)	987	1,181	(16)
Commissions and expenses		1,398	1,471	(5)	1,452	(4)	4,296	4,403	(2)
of which operating expenses	9	826	810	2	818	1	2,415	2,437	(1)
New life sales									
Life single premiums		1,806	1,247	45	1,282	41	4,115	4,425	(7)
Life recurring premiums annualized		372	386	(4)	283	31	1,111	988	12
Total recurring plus 1/10 single		552	511	8	412	34	1,522	1,431	6
New life sales									
Americas	10	141	125	13	116	22	382	350	9
The Netherlands		99	37	165	23	-	169	111	53
United Kingdom		250	278	(10)	222	13	777	800	(3)
New markets	10	61	71	(13)	51	20	194	170	14
Total recurring plus 1/10 single		552	511	8	412	34	1,522	1,431	6
New premium production accident and health insurance		241	235	2	167	44	737	565	30
New premium production general insurance		16	17	(7)	16	1	51	44	16
Gross deposits (on and off balance)									
Americas	10	7,053	8,524	(17)	7,957	(11)	24,085	21,362	13
The Netherlands		716	591	21	278	158	1,793	1,009	78
United Kingdom		90	70	28	99	(10)	214	219	(3)
New markets	10	7,382	3,844	92	2,690	175	15,655	11,108	41
Total gross deposits		15,242	13,029	17	11,024	38	41,746	33,698	24
Net deposits (on and off balance)									
Americas	10	457	3,237	(86)	2,576	(82)	5,672	5,374	6
The Netherlands		338	271	24	(64)	-	647	(113)	-
United Kingdom		57	38	51	80	(29)	123	173	(29)
New markets	10	2,945	2,687	10	826	-	2,706	3,204	(16)
Total net deposits excluding run-off businesses		3,797	6,233	(39)	3,418	11	9,147	8,638	6
Run-off businesses		(265)	(163)	(63)	(485)	45	(1,047)	(2,202)	52
Total net deposits / (outflows)		3,532	6,070	(42)	2,933	20	8,100	6,436	26

Revenue-generating investments

	Sep. 30, 2014	Jun. 30, 2014	%	Dec. 31, 2013	%
Revenue-generating investments (total)	538,217	503,413	7	475,285	13
Investments general account	151,469	142,278	6	135,409	12
Investments for account of policyholders	184,317	174,590	6	165,032	12
Off balance sheet investments third parties	202,432	186,545	9	174,843	16

Financial overview, Q3 2014 geographically ^{c)}

EUR millions	Americas	The Netherlands	United Kingdom	New Markets	Holding, other activities & eliminations	Total
Underlying earnings before tax by line of business						
Life	(178)	82	22	(6)	-	(79)
Individual savings and retirement products	236	-	-	(1)	-	236
Pensions	73	40	5	3	-	120
Non-life	-	-	-	7	-	7
Distribution	-	5	-	-	-	5
Asset Management	-	-	-	33	-	33
Other	-	-	-	-	(37)	(37)
Share in underlying earnings before tax of associates	2	-	1	4	-	7
Underlying earnings before tax	134	127	28	40	(37)	291
Fair value items	(159)	(101)	-	-	(36)	(296)
Realized gains / (losses) on investments	14	52	10	8	-	85
Net impairments	21	(2)	-	(14)	-	5
Other income / (charges)	(27)	(6)	(10)	14	(1)	(29)
Run-off businesses	(31)	-	-	-	-	(31)
Income before tax	(48)	70	27	48	(74)	23
Income tax	52	(26)	(2)	(12)	17	29
Net income	4	44	25	35	(57)	52
Net underlying earnings	107	98	31	25	(27)	235

Employee numbers

	Sep. 30, 2014	Dec. 31, 2013
Employees	28,278	26,891
of which agents	5,466	4,753
of which Aegon's share of employees in joint ventures and associates	1,572	1,462

Americas ^{c)}									
USD millions	Notes	Q3 2014	Q2 2014	%	Q3 2013	%	YTD 2014	YTD 2013	%
Underlying earnings before tax by line of business									
Life and protection		(256)	168	-	218	-	54	572	(91)
<i>Fixed annuities</i>		7	52	(86)	47	(84)	117	163	(28)
<i>Variable annuities</i>		298	120	147	123	139	527	313	67
<i>Retail mutual funds</i>		13	11	16	9	42	36	21	66
Individual savings and retirement products		318	184	73	179	78	679	497	36
Employer solutions & pensions		97	92	5	90	6	278	261	6
Canada		12	10	22	(2)	-	26	2	-
Latin America		1	-	-	2	(32)	3	5	(38)
Underlying earnings before tax		172	454	(62)	487	(65)	1,040	1,337	(22)
Fair value items		(213)	(162)	(31)	(646)	67	(442)	(1,155)	62
Realized gains / (losses) on investments		18	70	(74)	8	109	101	108	(7)
Net impairments		28	21	37	(22)	-	53	(63)	-
Other income / (charges)		(36)	(15)	(141)	119	-	(47)	111	-
Run-off businesses		(43)	(1)	-	2	-	(25)	8	-
Income before tax		(73)	367	-	(52)	(40)	681	346	97
Income tax		73	(71)	-	70	3	(84)	13	-
Net income		(1)	296	-	18	-	596	359	66
Net underlying earnings		139	318	(56)	368	(62)	746	978	(24)
Commissions and expenses		1,036	1,145	(10)	1,083	(4)	3,291	3,286	-
of which operating expenses		464	471	(2)	489	(5)	1,388	1,431	(3)
New life sales	10								
Life single premiums		85	80	7	30	177	231	94	145
Life recurring premiums annualized		180	164	10	151	19	495	452	10
Total recurring plus 1/10 single		188	172	9	154	22	518	461	12
Life & protection		156	144	9	124	26	434	376	15
Canada		19	18	5	19	-	53	52	3
Latin America		13	10	24	11	12	31	33	(6)
Total recurring plus 1/10 single		188	172	9	154	22	518	461	12
New premium production accident and health insurance		306	309	(1)	201	53	953	672	42
Gross deposits (on and off balance) by line of business	10								
Life & protection		3	2	31	5	(48)	7	8	(15)
<i>Fixed annuities</i>		84	87	(4)	123	(32)	243	448	(46)
<i>Variable annuities</i>		2,903	2,475	17	2,324	25	7,416	6,197	20
<i>Retail mutual funds</i>		1,254	953	32	950	32	3,417	3,361	2
Individual savings & retirement products		4,241	3,515	21	3,397	25	11,075	10,006	11
Employer solutions & pensions		5,028	8,141	(38)	7,094	(29)	21,457	17,987	19
Canada		30	27	13	23	29	93	100	(7)
Latin America		4	4	(18)	3	(2)	13	14	(10)
Total gross deposits		9,305	11,689	(20)	10,522	(12)	32,645	28,115	16
Net deposits (on and off balance) by line of business	10								
Life & protection		(17)	(9)	(80)	(8)	(114)	(36)	(30)	(23)
<i>Fixed annuities</i>		(552)	(753)	27	(557)	1	(1,991)	(1,718)	(16)
<i>Variable annuities</i>		1,795	1,349	33	1,362	32	4,125	3,365	23
<i>Retail mutual funds</i>		239	131	83	25	-	597	418	43
Individual savings & retirement products		1,482	727	104	830	78	2,730	2,065	32
Employer solutions & pensions		(863)	3,792	-	2,655	-	5,213	5,299	(2)
Canada		(61)	(75)	19	(80)	25	(225)	(270)	17
Latin America		-	3	(82)	3	(80)	6	9	(28)
Total net deposits excluding run-off businesses		541	4,437	(88)	3,400	(84)	7,688	7,073	9
Run-off businesses		(348)	(224)	(55)	(644)	46	(1,420)	(2,898)	51
Total net deposits / (outflows)		193	4,213	(95)	2,756	(93)	6,268	4,175	50

Revenue-generating investments

	Sep. 30, 2014	Jun. 30, 2014	%	Dec. 31, 2013	%
Revenue-generating investments (total)	381,991	384,172	(1)	363,262	5
Investments general account	106,231	106,717	-	104,425	2
Investments for account of policyholders	109,572	109,867	-	103,659	6
Off balance sheet investments third parties	166,188	167,588	(1)	155,179	7

The Netherlands ^{c)}									
EUR millions	Notes	Q3 2014	Q2 2014	%	Q3 2013	%	YTD 2014	YTD 2013	%
Underlying earnings before tax by line of business									
Life and Savings		82	78	5	60	40	234	189	24
Pensions		40	45	(12)	55	(28)	135	141	(4)
Non-life		-	3	-	(3)	93	4	(14)	-
Distribution		5	3	48	2	118	13	12	2
Share in underlying earnings before tax of associates		-	1	-	-	-	1	2	(58)
Underlying earnings before tax		127	131	(3)	114	11	386	330	17
Fair value items		(101)	(132)	23	37	-	(268)	(72)	-
Realized gains / (losses) on investments		52	47	11	190	(72)	183	276	(34)
Net impairments		(2)	(3)	15	(13)	81	(7)	(35)	81
Other income / (charges)		(6)	(5)	(20)	(2)	(92)	(14)	(29)	53
Income before tax		70	39	81	326	(78)	281	470	(40)
Income tax		(26)	(7)	-	(94)	72	(62)	(115)	46
Net income		44	32	37	232	(81)	219	355	(38)
Net underlying earnings									
		98	101	(4)	86	12	300	255	17
Commissions and expenses		249	264	(6)	238	4	766	740	4
of which operating expenses		195	194	-	182	7	575	542	6
New life sales									
Life single premiums		984	316	-	192	-	1,560	927	68
Life recurring premiums annualized		1	6	(87)	3	(75)	13	18	(29)
Total recurring plus 1/10 single		99	37	165	23	-	169	111	53
Life and Savings		6	10	(41)	8	(24)	27	32	(14)
Pensions		93	28	-	15	-	141	79	80
Total recurring plus 1/10 single		99	37	165	23	-	169	111	53
New premium production accident and health insurance		1	2	(42)	5	(73)	8	22	(65)
New premium production general insurance		6	6	(12)	6	-	20	20	(1)
Gross deposits (on and off balance) by line of business									
Life and Savings		698	556	25	278	151	1,740	1,009	73
Pensions		18	35	(48)	-	-	53	-	-
Total gross deposits		716	591	21	278	158	1,793	1,009	78
Net deposits (on and off balance) by line of business									
Life and Savings		319	237	35	(64)	-	594	(113)	-
Pensions		18	35	(48)	-	-	53	-	-
Total net deposits / (outflows)		338	271	24	(64)	-	647	(113)	-

Revenue-generating investments

	Sep. 30, 2014	Jun. 30, 2014	%	Dec. 31, 2013	%
Revenue-generating investments (total)	79,305	76,730	3	71,993	10
Investments general account	50,190	48,389	4	45,354	11
Investments for account of policyholders	28,188	27,422	3	25,646	10
Off balance sheet investments third parties	927	920	1	994	(7)

United Kingdom ^{c)}									
GBP millions	Notes	Q3 2014	Q2 2014	%	Q3 2013	%	YTD 2014	YTD 2013	%
Underlying earnings before tax by line of business									
Life		18	21	(17)	17	5	56	58	(2)
Pensions		4	4	(2)	2	55	14	1	-
Distribution		-	-	-	-	-	-	(2)	-
Underlying earnings before tax		22	26	(15)	19	13	70	57	22
Fair value items		-	(11)	-	(6)	-	(13)	(9)	(46)
Realized gains / (losses) on investments		7	80	(92)	8	(15)	100	32	-
Net impairments		-	-	-	(11)	-	-	(24)	99
Other income / (charges)	5	(8)	1	-	(1)	-	(10)	(40)	76
Income before tax		21	96	(78)	9	118	147	16	-
Income tax attributable to policyholder return		(5)	(11)	49	(8)	28	(21)	(12)	(73)
Income before income tax on shareholders return		15	85	(82)	1	-	126	4	-
Income tax on shareholders return		4	(12)	-	55	(92)	(10)	60	-
Net income		20	73	(73)	56	(65)	116	64	81
Net underlying earnings		25	27	(7)	70	(64)	73	108	(33)
Commissions and expenses		148	143	3	147	1	435	484	(10)
of which operating expenses		83	77	8	78	6	237	244	(3)
New life sales	6								
Life single premiums		387	453	(15)	796	(51)	1,294	2,529	(49)
Life recurring premiums annualized		160	181	(12)	110	45	502	428	17
Total recurring plus 1/10 single		199	226	(12)	190	5	631	681	(7)
Life		13	13	-	15	(11)	40	45	(10)
Pensions		185	213	(13)	175	6	591	636	(7)
Total recurring plus 1/10 single		199	226	(12)	190	5	631	681	(7)
New premium production accident and health insurance		-	-	-	-	-	1	-	-
Gross deposits (on and off balance) by line of business									
Variable annuities		-	-	-	-	-	-	2	-
Savings		72	57	25	86	(16)	173	185	(6)
Total gross deposits		72	57	25	86	(16)	173	187	(7)
Net deposits (on and off balance) by line of business									
Variable annuities		(16)	(21)	21	(10)	(52)	(54)	(28)	(92)
Savings		62	51	20	78	(21)	153	175	(13)
Total net deposits / (outflows)		46	31	48	68	(33)	99	147	(32)
Platform assets under administration (balance end of period)		2,350	1,935	21	950	147	2,350	950	147

Revenue-generating investments

	Sep. 30, 2014	Jun. 30, 2014	%	Dec. 31, 2013	%
Revenue-generating investments (total)	58,912	58,046	1	57,277	3
Investments general account	9,872	9,485	4	8,938	10
Investments for account of policyholders	48,650	48,229	1	48,101	1
Off balance sheet investments third parties	391	331	18	239	63

New Markets ^{c)}									
EUR millions	Notes	Q3 2014	Q2 2014	%	Q3 2013	%	YTD 2014	YTD 2013	%
Underlying earnings before tax									
Central Eastern Europe		16	19	(15)	17	(8)	53	42	24
Asia	(19)	6	-	-	25	-	(13)	36	-
Spain & France		7	9	(21)	5	35	26	26	1
Variable Annuities Europe		3	3	(24)	1	-	7	4	84
Aegon Asset Management		33	25	32	24	39	89	73	23
Underlying earnings before tax		40	62	(36)	72	(45)	163	181	(10)
Fair value items		-	1	-	(12)	99	8	(23)	-
Realized gains / (losses) on investments		8	2	-	(4)	-	12	(1)	-
Net impairments		(14)	(15)	7	(4)	-	(38)	(10)	-
Other income / (charges)		14	1	-	(124)	-	13	(22)	-
Income before tax		48	51	(6)	(72)	-	157	125	25
Income tax	(12)	(12)	(16)	23	7	-	(44)	(21)	(110)
Net income		35	35	2	(65)	-	113	104	8
Net income / (loss) attributable to:									
Equity holders of Aegon N.V.		35	35	1	(65)	-	113	103	9
Non-controlling interests		-	-	-	-	(50)	-	1	(82)
Net underlying earnings		25	44	(43)	46	(46)	114	120	(5)
Commissions and expenses		226	240	(6)	272	(17)	699	739	(6)
of which operating expenses		166	163	2	162	2	485	480	1
New life sales									
Life single premiums	10	269	317	(15)	133	102	791	455	74
Life recurring premiums annualized		34	39	(12)	37	(9)	115	124	(8)
Total recurring plus 1/10 single		61	71	(13)	51	20	194	170	14
Life		60	70	(14)	50	21	190	167	14
Associates		1	1	90	1	15	4	3	29
Total recurring plus 1/10 single		61	71	(13)	51	20	194	170	14
Central Eastern Europe		25	25	(2)	25	(2)	74	79	(7)
Asia		27	32	(14)	14	88	85	51	65
Spain & France		9	14	(32)	12	(17)	36	40	(9)
Total recurring plus 1/10 single		61	71	(13)	51	20	194	170	14
New premium production accident and health insurance		8	8	10	10	(18)	25	32	(22)
New premium production general insurance		10	11	(4)	10	2	31	24	30
Gross deposits (on and off balance)									
Central Eastern Europe	10	46	57	(18)	75	(38)	161	189	(15)
Asia		120	114	6	169	(28)	373	424	(12)
Spain & France		8	1	-	-	-	10	8	10
Variable Annuities Europe		125	87	43	103	21	297	335	(11)
Aegon Asset Management		7,083	3,585	98	2,343	-	14,815	10,152	46
Total gross deposits		7,382	3,844	92	2,690	175	15,655	11,108	41
Net deposits (on and off balance)									
Central Eastern Europe	10	24	41	(42)	59	(59)	(1,429)	63	-
Asia		113	108	5	162	(30)	353	384	(8)
Spain & France		-	(1)	54	-	66	(2)	(6)	65
Variable Annuities Europe		30	(14)	-	1	-	-	(15)	99
Aegon Asset Management		2,778	2,552	9	604	-	3,784	2,778	36
Total net deposits / (outflows)		2,945	2,687	10	826	-	2,706	3,204	(16)

Revenue-generating investments

	Sep. 30, 2014	Jun. 30, 2014	%	Dec. 31, 2013	%
Revenue-generating investments (total)	80,749	73,446	10	70,705	14
Investments general account	4,327	3,923	10	3,396	27
Investments for account of policyholders	6,969	6,710	4	6,357	10
Off balance sheet investments third parties	69,453	62,813	11	60,951	14

Market consistent value of new business								
EUR millions, after tax	MCVNB					MCVNB		
	Q3 2014	Q2 2014	%	Q3 2013	%	YTD 2014	YTD 2013	%
Americas	136	134	1	177	(23)	422	386	9
The Netherlands	35	60	(43)	70	(51)	134	207	(35)
United Kingdom	(5)	(2)	-	11	-	(6)	53	-
New Markets	27	27	(3)	27	(1)	86	73	18
Total	192	221	(13)	285	(33)	636	719	(12)

Modeled new business: APE									
EUR millions	Notes	Premium business APE					Premium business APE		
		Q3 2014	Q2 2014	%	Q3 2013	%	YTD 2014	YTD 2013	%
Americas	7	367	347	6	264	39	1,072	848	26
The Netherlands		129	62	106	45	184	272	208	31
United Kingdom		251	278	(10)	205	22	778	785	(1)
New Markets		121	130	(7)	95	26	368	296	24
Total		867	817	6	609	42	2,490	2,137	17

Modeled new business: Deposits									
EUR millions	Notes	Deposit business Deposits					Deposit business Deposits		
		Q3 2014	Q2 2014	%	Q3 2013	%	YTD 2014	YTD 2013	%
Americas	7	6,607	4,693	41	7,050	(6)	16,321	17,075	(4)
United Kingdom		-	-	-	-	-	-	2	-
New Markets		251	204	23	273	(8)	680	754	(10)
Total		6,858	4,897	40	7,323	(6)	17,001	17,831	(5)

MCVNB/PVNB summary									
EUR millions	Notes	Premium business				Premium business			
		MCVNB	PVNB	MCVNB / PVNB	MCVNB / APE	MCVNB	PVNB	MCVNB / PVNB	MCVNB / APE
Americas	8	65	1,769	3.7	17.8	209	4,982	4.2	19.5
The Netherlands		40	2,638	1.5	30.7	152	6,173	2.5	55.9
United Kingdom		(5)	1,719	(0.3)	(2.1)	(6)	5,088	(0.1)	(0.7)
New Markets		26	1,082	2.4	21.3	81	3,300	2.5	22.0
Total		125	7,208	1.7	14.4	437	19,543	2.2	17.5

EUR millions	Notes	Deposit business				Deposit business			
		MCVNB	PVNB	MCVNB / PVNB	MCVNB / Deposits	MCVNB	PVNB	MCVNB / PVNB	MCVNB / Deposits
Americas	8	71	11,397	0.6	1.1	213	25,999	0.8	1.3
The Netherlands		(5)	117	(4.2)	-	(18)	419	(4.4)	-
New Markets		1	284	0.3	0.4	5	780	0.6	0.7
Total		67	11,798	0.6	1.0	199	27,198	0.7	1.2

Notes:

1) For segment reporting purposes underlying earnings before tax, net underlying earnings, commissions and expenses, operating expenses, income tax (including joint ventures (jv's) and associated companies), income before tax (including jv's and associated companies) and market consistent value of new business are calculated by consolidating on a proportionate basis the revenues and expenses of Aegon's joint ventures and Aegon's associates. Aegon believes that these non-IFRS measures provide meaningful information about the underlying results of Aegon's business, including insight into the financial measures that Aegon's senior management uses in managing the business. Among other things, Aegon's senior management is compensated based in part on Aegon's results against targets using the non-IFRS measures presented here. While other insurers in Aegon's peer group present substantially similar non-IFRS measures, the non-IFRS measures presented in this document may nevertheless differ from the non-IFRS measures presented by other insurers. There is no standardized meaning to these measures under IFRS or any other recognized set of accounting standards. Readers are cautioned to consider carefully the different ways in which Aegon and its peers present similar information before comparing them.

Aegon believes the non-IFRS measures shown herein, when read together with Aegon's reported IFRS financial statements, provide meaningful supplemental information for the investing public to evaluate Aegon's business after eliminating the impact of current IFRS accounting policies for financial instruments and insurance contracts, which embed a number of accounting policy alternatives that companies may select in presenting their results (i.e. companies can use different local GAAPs to measure the insurance contract liability) and that can make the comparability from period to period difficult.

For a definition of underlying earnings and the reconciliation from underlying earnings before tax to income before tax, being the most comparable IFRS measure, reference is made to Note 3 "Segment information" of Aegon's condensed consolidated interim

2) Sales is defined as new recurring premiums plus 1/10 of single premiums plus 1/10 of gross deposits plus new premium production accident and health plus new premium production general insurance.

3) The present value, at point of sale, of all cashflows for new business written during the reporting period, calculated using approximate point of sale economics assumptions. Market consistent value of new business is calculated using a risk neutral approach, ignoring the investment returns expected to be earned in the future in excess of risk free rates (swap curves), with the exception of an allowance for liquidity premium. The market consistent value of new business is calculated on a post tax basis, after allowing for the time value financial options and guarantees, a market value margin for non-hedgeable financial and non-financial risks and the costs of non-hedgeable stranded capital

4) Return on equity is a ratio using a non-GAAP measure and is calculated by dividing the net underlying earnings after cost of leverage by the average shareholders' equity excluding the preferred shares, the revaluation reserve and the reserves related to defined benefit plans

5) Included in other income/(charges) are charges made to policyholders with respect to income tax in the United Kingdom.

6) Includes production on investment contracts without a discretionary participation feature of which the proceeds are not recognized as revenues but are directly added to Aegon's investment contract liabilities.

7) APE = recurring premium + 1/10 single premium.

8) PVNBP: Present value of new business premiums (PVNBP) is the premiums for the new business sold during the reporting period, projected using assumptions and projection periods that are consistent with those used to calculate the market consistent value of new business, discounted back to point of sale using the swap curve (plus liquidity premium where applicable).

9) Reconciliation of operating expenses, used for segment reporting, to Aegon's IFRS based operating expenses.

	Q3 2014	YTD 2014
Employee expenses	508	1,490
Administrative expenses	286	838
Operating expenses for IFRS reporting	795	2,328
Operating expenses related to jv's and associates	31	86
Operating expenses in earnings release	826	2,415

10) New life sales, gross deposits and net deposits data include results from Aegon's joint ventures and Aegon's associates in consolidated on a proportionate basis.

11) Operational free cash flows reflect the sum of the return on free surplus, earnings on in-force business, release of required surplus on in-force business reduced by new business first year strain and required surplus on new business. Operational free cash flows is defined as the capital generated in a local operating unit measured as the change in the local binding capital metric for that period and after investments in new business. Operational free cash flow is a non-IFRS financial measure that should not be confused with cash flow from operations or any other cash flow measure calculated in accordance with IFRS. Management believes that operational free cash flows provides meaningful information to investors regarding capital generated on a net basis by Aegon's operating subsidiaries that may be available at the holding company. Because elements of operational free cash flows are calculated in accordance with local solvency requirements rather than in accordance with any recognized body of accounting principles, there is no IFRS financial measure that is directly comparable to operational free cash flows.

a) The calculation of the IGD (Insurance Group Directive) capital surplus and ratio are based on Solvency I capital requirements on IFRS for entities within the EU (Pillar 1 for Aegon UK), and local regulatory solvency measurements for non-EU entities. Specifically, required capital for the life insurance companies in the US is calculated as two times the upper end of the Company Action Level range (200%) as applied by the National Association of Insurance Commissioners in the US. The calculation of the IGD ratio excludes the available and required capital of the UK With-Profit funds. In the UK solvency surplus calculation the local regulator only allows the available capital number of the With-Profit funds included in overall local available capital to be equal to the amount of With-Profit funds' required capital.

b) The results in this release are unaudited.

c) 2013 comparative figures have been enhanced with the impacts of voluntary accounting policies changes related to the deferral of policy acquisition costs and longevity reserving in the Netherlands which are effective January 1, 2014 as announced on January 22, 2014.

Currencies

Income statement items: average rate 1 EUR = USD 1.3554 (2013: USD 1.3161).

Income statement items: average rate 1 EUR = GBP 0.8120 (2013: GBP 0.8512).

Balance sheet items: closing rate 1 EUR = USD 1.2633 (2013: USD 1.3537; year-end 2013: USD 1.3780).

Balance sheet items: closing rate 1 EUR = GBP 0.7792 (2013: GBP 0.8359; year-end 2013: GBP 0.8320).

Kerncijfers								
<i>bedragen in EUR miljoenen</i>	Kw3 2014	Kw2 2014	%	Kw3 2013	%	9M 2014	9M 2013	%
Onderliggend resultaat voor belastingen	291	514	-43	550	-47	1,303	1,495	-13
Nettowinst	52	343	-85	236	-78	787	700	12
Verkoop	2,333	2,066	13	1,697	38	6,485	5,410	20
Marktconforme waarde nieuwe productie	192	221	-13	285	-33	636	719	-12
Rendement op eigen vermogen	5.0%	8.8%	-44	11.0%	-55	7.2%	8.8%	-18

Financieel overzicht ⁶⁾									
EUR miljoenen	Noot	Kw3 2014	Kw2 2014	%	Kw3 2013	%	9M 2014	9M 2013	%
Onderliggend resultaat									
Amerika		134	331	-60	367	-64	767	1,015	-24
Nederland		127	131	(3)	114	11	386	330	17
Verenigd Koninkrijk		28	32	-12	22	21	86	67	28
Nieuwe Markten		40	62	-36	72	-45	163	181	-10
Holding en overig		-37	-41	10	-25	-46	-99	-98	-2
Onderliggend resultaat voor belasting		291	514	-43	550	-47	1,303	1,495	-13
Fair value items		-296	-263	-13.00	-457	35	-675	-1,022	34
Winsten / (verliezen) op beleggingen		85	198	-57	202	-58	392	395	-1
Bijzondere waardeverminderingen		5	-3	-	-46	-	-6	-121	95
Overige baten/(lasten)		-29	-14	-109	-42	31	-49	-19	-157
Run-off activiteiten		-31	-1	-	2	-	-18	7	-
Winst voor belasting		23	432	-95	209	-89	947	735	29
Belastingen		29	-88	-	27	7	-160	-35	-
Nettowinst		52	343	-85	236	-78	787	700	12
Nettowinst / (verlies) toerekenbaar aan:									
Houders van eigen-vermogensinstrumenten van Aegon N.V.		52	343	-85	236	-78	787	699	13
Minderheidsbelang		0	-	-	-	-50	0	1	-82
Netto onderliggend resultaat		235	382	-38	476	-51	987	1,181	-16
Provisies en kosten		1,398	1,471	-5	1,452	-4	4,296	4,403	-2
waarvan operationele kosten	7	826	810	2	818	1	2,415	2,437	-1
Nieuwe levenproductie									
Koopsommen		1,806	1,247	45	1,282	41	4,115	4,425	-7
Periodieke premie op jaarbasis		372	386	-4	283	31	1,111	988	12
Totaal periodiek plus 1/10 koopsommen		552	511	8	412	34	1,522	1,431	6
Nieuwe levenproductie									
Amerika	8	141	125	13	116	22	382	350	9
Nederland		99	37	165	23	-	169	111	53
Verenigd Koninkrijk		250	278	-10	222	13	777	800	-3
Nieuwe markten	8	61	71	-13	51	20	194	170	14
Totaal periodiek plus 1/10 koopsommen		552	511	8	412	34	1,522	1,431	6
Nieuwe premieproductie ziektekostenverzekeringen		241	235	2	167	44	737	565	30
Nieuwe premieproductie schadeverzekeringen		16	17	-7	16	1	51	44	16
Bruto stortingen (op en niet op de balans)									
Amerika	8	7,053	8,524	-17	7,957	-11	24,085	21,362	13
Nederland		716	591	21	278	158	1,793	1,009	78
Verenigd Koninkrijk		90	70	28	99	-10	214	219	-3
Nieuwe markten	8	7,382	3,844	92	2,690	175	15,655	11,108	41
Totaal bruto stortingen		15,242	13,029	17	11,024	38	41,746	33,698	24
Netto stortingen (op en niet op de balans)									
Amerika	8	457	3,237	-86	2,576	-82	5,672	5,374	6
Nederland		338	271	24	-64	-	647	-113	-
Verenigd Koninkrijk		57	38	51	80	-29	123	173	-29
Nieuwe markten	8	2,945	2,687	10	826	-	2,706	3,204	-16
Totaal netto stortingen exclusief run-off activiteiten		3,797	6,233	-39	3,418	11	9,147	8,638	6
Run-off activiteiten		-265	-163	-63	-485	45	-1,047	-2,202	52
Totaal netto stortingen / (uitstroom)		3,532	6,070	-42	2,933	20	8,100	6,436	26

Beheerd vermogen

	30 sept. 2014	31 mrt. 2014	%	31 Dec. 2013	%
Beheerd vermogen (totaal)	538,217	503,413	7	475,285	13
Beleggingen voor algemene rekening	151,469	142,278	6	135,409	12
Beleggingen voor rekening van polishouders	184,317	174,590	6	165,032	12
Niet in de balans opgenomen beleggingen derden	202,432	186,545	9	174,843	16