



MARKETING STATEMENT

STATEMENT REGARDING THE PROVISION OF CAPITAL BY THE DUTCH STATE TO AEGON N.V. VIA VERENIGING AEGON

In connection with the provision of capital by the Dutch State, AEGON N.V. declares the following:

AEGON N.V. wishes to ensure that the provision of capital by the Dutch State to AEGON N.V. does not lead to any imbalance in competition or the appearance thereof.

To prevent unfair competition or the appearance thereof, AEGON N.V. declares that it will not derive inappropriate advantage from the provision of capital by the Dutch State.

In order to achieve this, the following principles have been formulated for the life insurance, pension, investment and banking activities that AEGON N.V. and its subsidiaries are engaged in:

- In the media and in contacts with third parties, AEGON N.V. and its subsidiaries will not promote the financial involvement of the Dutch State as a provider of capital, either implicitly or explicitly.
- The policy of AEGON N.V. and its subsidiaries will be to refrain from using in any way the involvement of the Dutch State as a provider of capital to increase their market share in financial products.
- AEGON N.V. and its subsidiaries will continue to distinguish themselves from competitors through the quality of services and financial products they offer to customers.

AEGON N.V. will make sure that these principles are applied by AEGON N.V. and its subsidiaries and that no attempt is made to act against these principles to gain competitive advantage.

The above does not prevent AEGON N.V. from continuing to compete with other companies in its peer group.