

Power of Attorney

*for the Extraordinary General Meeting of Shareholders of Aegon N.V. (the "EGM")
to be held on Friday, September 29, 2023, at 09:30 CET at Aegon's head office,
Aegonplein 50, 2591 TV, The Hague, the Netherlands*

Note: all fields marked * are required

The undersigned,

First name *: _____

Surname *: _____

Country of residence *: _____

Email address *: _____

Telephone Number *: _____

<p>Number of shares</p> <p><input type="checkbox"/> For Registered Shareholders only</p> <p>Number of shares held on Record Date (September 1, 2023)*</p> <p>_____</p> <p><input type="checkbox"/> For holders of shares held in a securities account under the Dutch giro system</p> <p>EGM attendance registration number (provided to you by your bank or intermediary)*:</p> <p>_____</p>

hereby authorizes the Company Secretary of Aegon N.V. / the civil law notary at De Brauw Blackstone Westbroek N.V.¹, with full power of substitution, to vote on his/her behalf:

ITEM	PROPOSAL	FOR	AGAINST	WITHHELD
2.1	Proposal to enter into the Cross-border Conversion and to amend the Articles of Association to reflect the conversion into a Luxembourg S.A.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.1	Appointment of William Connelly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.2	Appointment of Mark Ellman	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.3	Appointment of Karen Fawcett	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

¹ Strike through the option that is not applicable

ITEM	PROPOSAL	FOR	AGAINST	WITHHELD
3.4	Appointment of Jack McGarry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.5	Appointment of Caroline Ramsay	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.6	Appointment of Thomas Wellauer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.7	Appointment of Corien Wortmann-Kool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.8	Appointment of Dona Young	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.9	Appointment of Lard Friese	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.1	Appointment independent auditor Aegon S.A.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.2	Appointment independent auditor Aegon Ltd. for the financial year 2023	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.3	Appointment independent auditor Aegon Ltd. for the financial year 2024	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

This Power of Attorney – fully completed and signed – must have been received by Aegon N.V. ultimately September 22, 2023, 18:00 CET. Please send a scan of the signed Power of Attorney by e-mail to the Company Secretary: bieke.debruyne@aegon.com.

Place: _____ Date: _____

Signature: _____

If this Power of Attorney is incomplete, not signed, or received after September 22, 2023, 18:00 CET, it shall be regarded as invalid.

Recognized as persons entitled to take part in the EGM are those who hold shares of Aegon N.V. on the Record Date, September 1, 2023, following the processing of all additions and withdrawals as at the Record Date. With respect to this EGM, no shareholder rights can be exercised by the holder of shares acquired after September 1, 2023.

The information requested in this form is to enable the Company to have the eligibility of the person as shareholder on Record Date confirmed. Persons who cannot be identified as shareholders on Record Date on the basis of the information provided by such person, will not be entitled to take part in the EGM and will not be entitled to exercise shareholders' rights.

Privacy Notice

The personal data (in particular the account number) that will be provided through this Power of Attorney will be processed by Aegon N.V. for the purpose of verifying your shareholding in Aegon N.V. at Record Date. Aegon N.V. may retain this power of attorney (including the personal data) for audit purposes for 7 years as of the date of the EGM.