Welcome to the Annual General Meeting of Shareholders

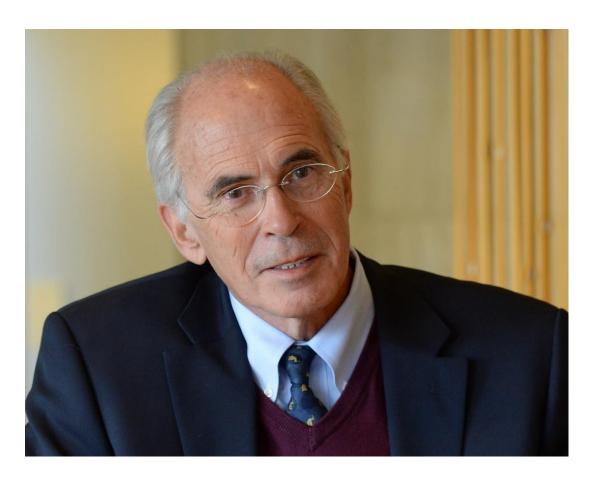
In order to hear a simultaneous translation in **English** please choose **channel 11**

Welkom op de jaarlijkse Algemene Vergadering van Aandeelhouders

Voor het beluisteren van een simultaanvertaling in het **Nederlands** kiest u kanaal 10







Rob Routs

Chairman Supervisory Board

Voorzitter Raad van Commissarissen



Welcome to the Annual General Meeting of Shareholders

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Welkom op de jaarlijkse Algemene Vergadering van Aandeelhouders

Voor het beluisteren van een simultaanvertaling in het **Nederlands** kiest u kanaal 10



1 Opening



2 2017 Business overview

Presentatie over de gang van zaken in 2017





Alex Wynaendts

CEO & Chairman of the Executive Board

Helping people achieve a lifetime of financial security

The Hague, May 18, 2018



Today's storyline

- Our operating environment
- Aegon's triple transformation
 - Strategic
 - Financial
 - Organizational/cultural
- Conclusions

Helping people to achieve a lifetime of financial security



Operating in a fast-moving, highly regulated environment



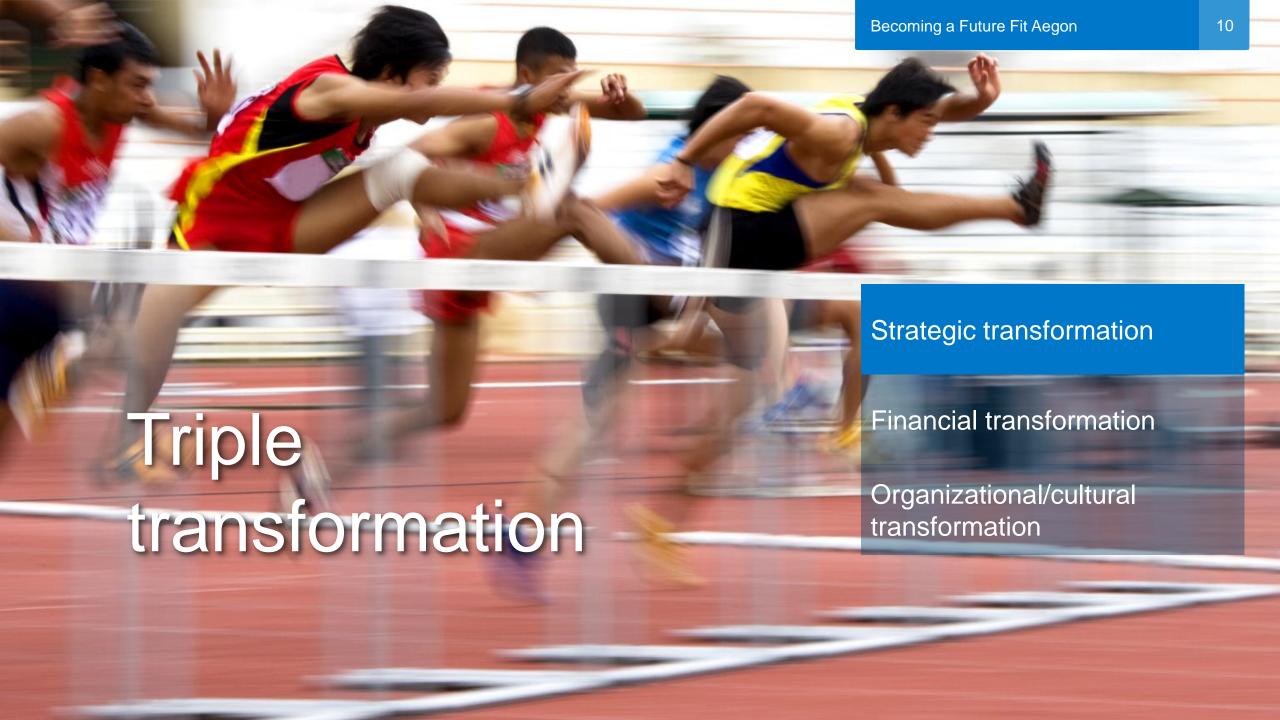
- In 2017, continued improvement
- Relatively low growth in developed countries
- In 2017, markets performed well due to low volatility
- Interest rates increased, but remain low

- Data protection
- Capital
- Distribution
- Reporting

- Increased uncertainty in key markets
- Emergence of new international development agenda

- Aging living longer, healthier lives
- Wealth and health closely linked
- New technologies





From product manufacturer to financial services provider

To help people achieve a lifetime of financial security

From working life



...through guidance and advice...



We help our customers save and invest for the future

Accumulation

...to trusted provider of retail solutions



At & after retirement

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



Protection

We protect what's important to our customers, their families, their health and their homes

Expand relationship with our customers

Throughout their financial lifecycle



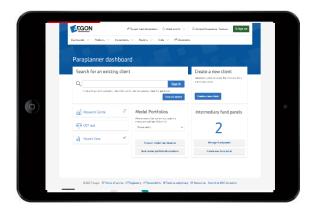
Knab in the Netherlands

Knab has over 175,000 customers; 91% of whom are (very) satisfied



Transamerica

Transforming into a digital platform business providing customers what they want: relevant solutions and a meaningful experience



Aegon UK's leading platform

Offering funds, savings products and pensions to customers, their employers and financial advisors



Increased focus on digitization and innovation

Accelerate innovation



- Established Center of Excellence for Digital to accelerate digitization
- Roll-out of digital training programs to employees
- Nearly USD 140 million committed to start-ups and new technologies
- Greater customer satisfaction and significant uplift in converting customer leads to sales through new technologies
- Average saving of 10%-20% for each process supported by robotics



Enhancing customer experience

Leverage cloud technology



- Global standardization of cloud services
- Use of cloud services leads to efficiency improvements and cost savings
- Turn data into meaningful insights for our customers
- Move closer to personalized pricing
- Reduction in claims and frauds through BlockChain and Artificial Intelligence



Usage of data lakes and big data



An integrated responsible business

With the ambition to be a trusted partner for prosperous and healthy lives

Our society benefits from healthy aging

- Leading research on retirement readiness & well-being
- EUR 325 million invested in elderly care homes NL and UK

Making our environment healthier and cleaner

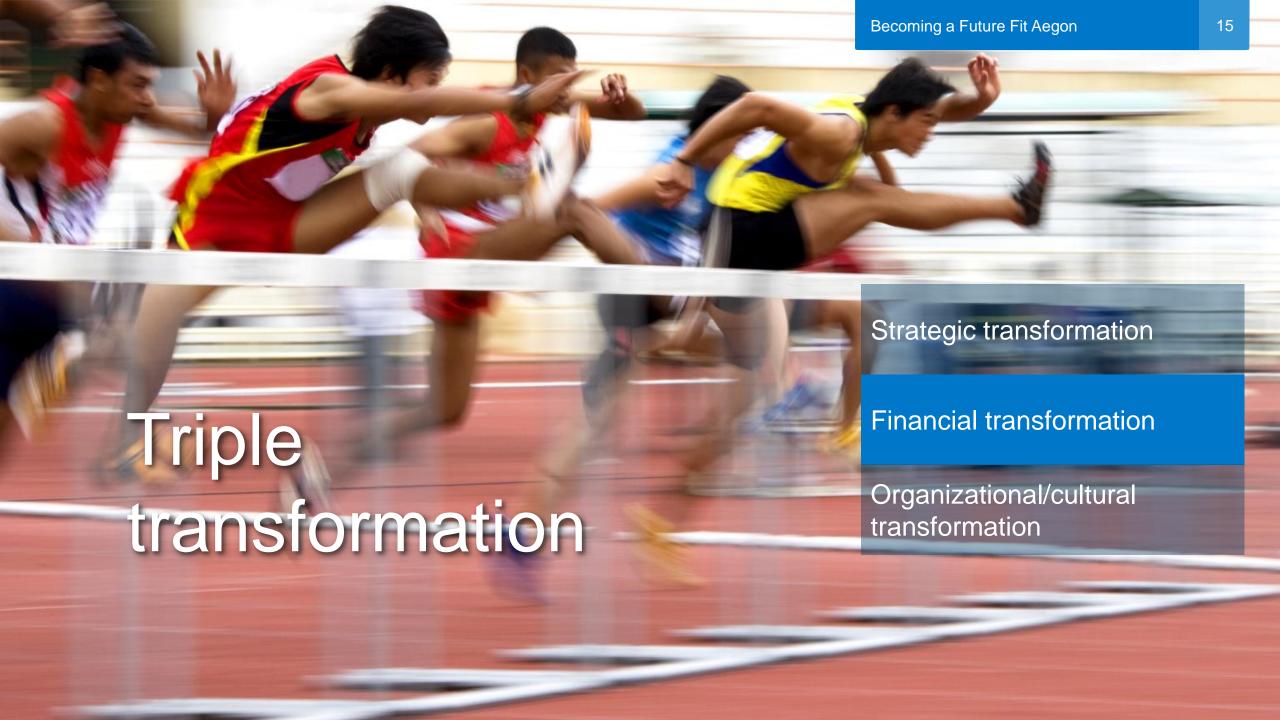
- EUR 436 million invested in renewable energy
 - Exclusions on investments in coal mining and tobacco

Helping our customers enjoy prosperous and healthy lives

- Transamerica Wealth + Health proposition
- In 2017, close to EUR 50 billion paid out in claims and benefits







Changed company profile

As a result of execution of strategy

Responded to changing environment

- ✓ Divested over EUR 5 billion of non-core activities since 2010
- ✓ Transformed from product manufacturer to lifetime service provider

Optimized value of backbook

- Realized extensive expense savings
- ✓ Significantly reduced size of run-off portfolio
- Active management of underperforming business lines

While growing our business

- ✓ Generated average annual sales growth of 15% from 2010 to 2017
- ✓ Invested in digital business models
- Created successful asset manager



Investing in growth opportunities

While divesting non-core businesses

Transformation Aegon UK to #1 platform provider

 Assets on platform reached a record high of GBP 117 billion Exceeded target to reduce capital allocated to run-off businesses

 Pay-out annuity and BOLI-COLI, as well as half of remaining life reinsurance businesses divested

Competitive performance Aegon Asset Management

 Sixth consecutive year of positive external third-party net inflows partly driven by joint ventures



Sold to Aon for EUR 295 million

Partnership Transamerica and TCS Focus on growth of our US business supported by outsourcing administration of around 10 million policies



 Sold to Athora with net proceeds of approximately EUR 195 million



Management actions lead to tangible results

Strong deposits growth

29%

2011-2017 CAGR

Fee-based earnings percentage increased

3x

to 45% since 2010

Significant improvement SII ratio

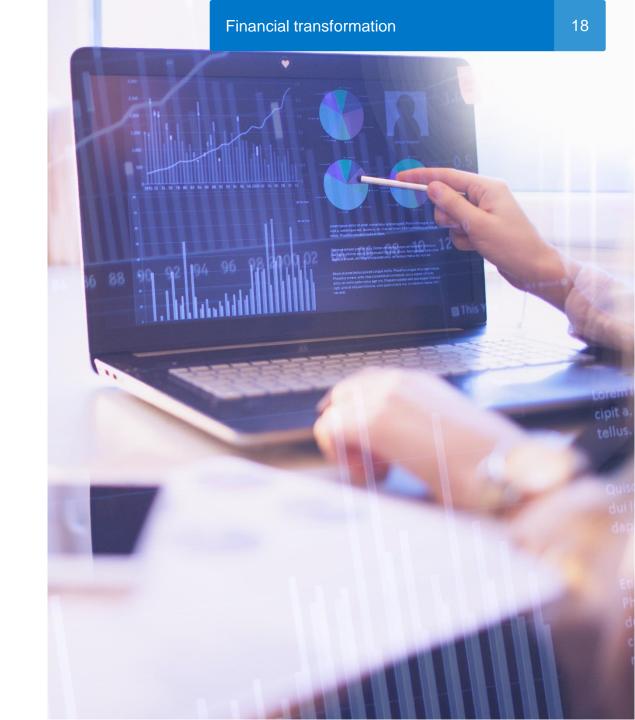
201%

+44%-points compared to end-2016

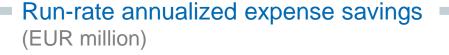
Total 2017 dividend

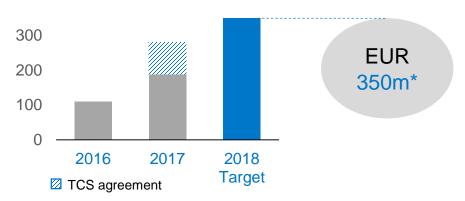
EUR 559m

6th consecutive increase

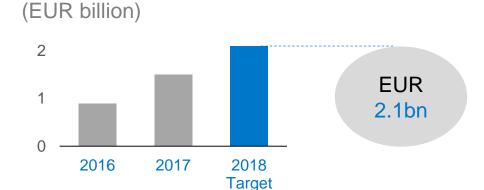


On track to deliver on key financial targets





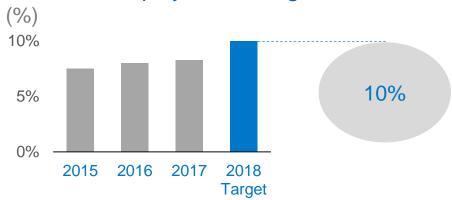
Cumulative capital return to shareholders



Strong sales momentum (EUR billion)



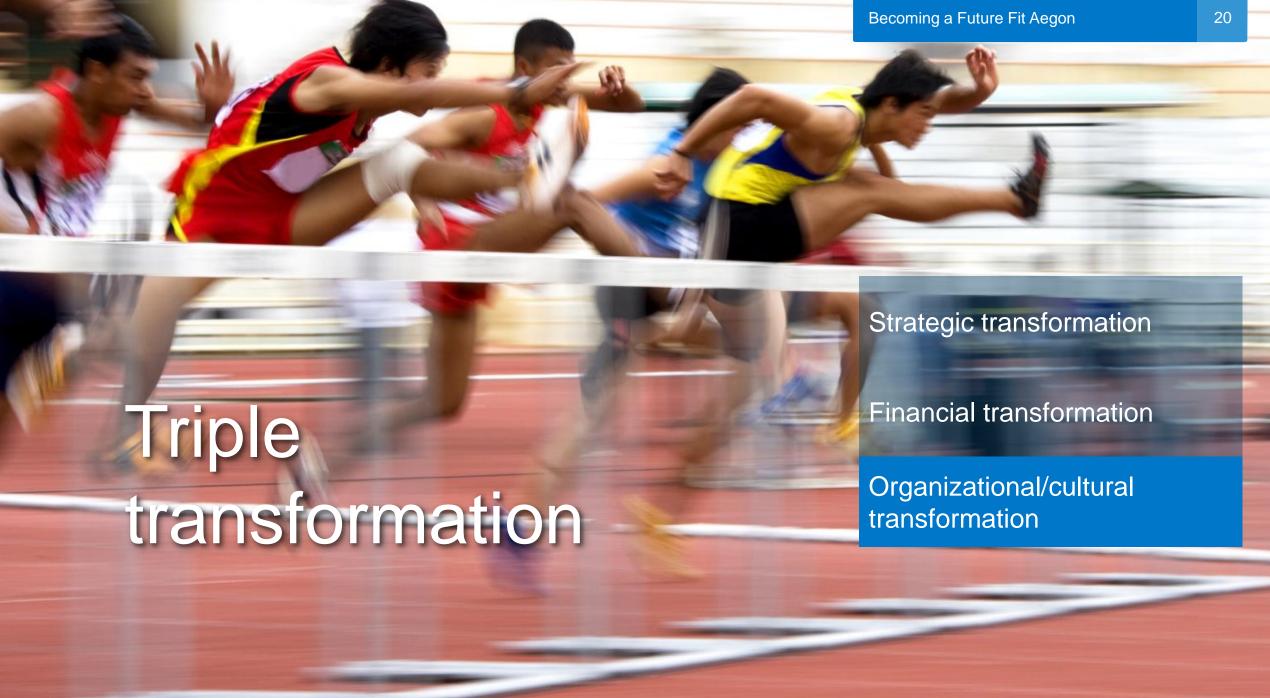
Return on Equity increasing



^{*} EUR 350 million consists of USD 300 million (EUR/USD 1.05), EUR 50 million from NL and EUR 15 million from the Holding







Seizing new opportunities and identifying areas of growth

- Future Fit cultural change program implemented
 - Adapting quickly to new opportunities
 - Owning problems and solutions
 - One Aegon: building on others' achievements within Aegon
 - Customer at the heart of everything we do
- Maintaining, developing and attracting skills & capabilities
 - Center of Excellence for Digital
 - Analytical Academy
 - Digital accelerator program
- Changing the way we work & how we are organized
 - Working with partners, outsourcing certain functions
 - Investing in start-up fintech companies
 - Structural changes & modernization efforts





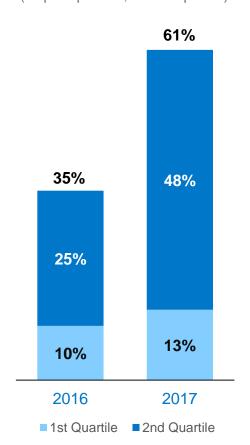
PLACEHOLDER FUTURE FIT VIDEO

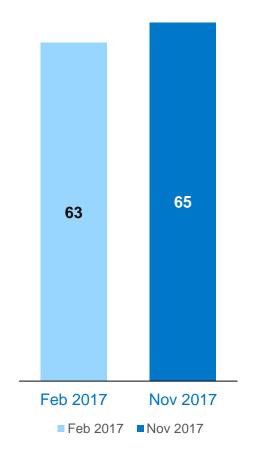


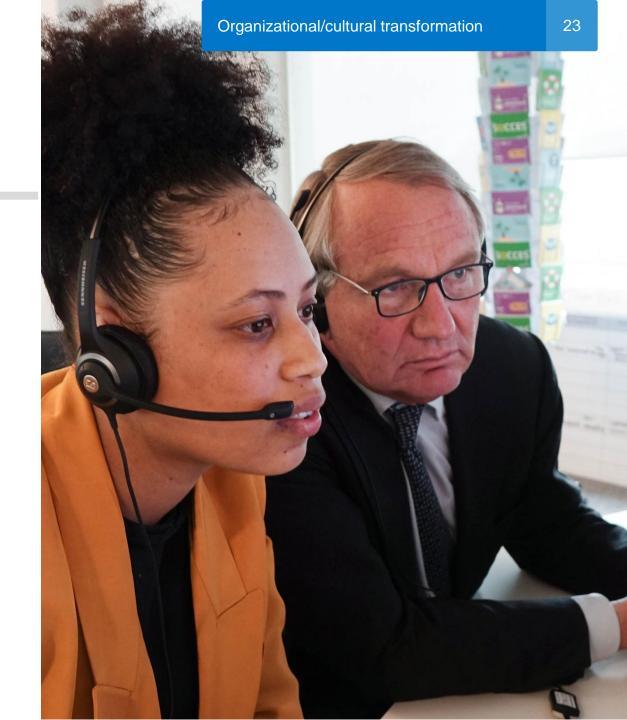
Customers and employees responding very positively

Customer
Net Promoter Score
(% per quartile; versus peers)

Employee engagement (% per quartile)







Successful execution on our strategy Becoming a Future Fit Aegon

- Successfully changing the profile of the company
- Transformation continues with increased focus on digitization
- Well-positioned to deliver on key 2018 financial targets
- Positive outlook for future growth



Annual Report and annual accounts 2017

3 Jaarverslag en jaarrekening 2017



3.1 Reports of the Boards for 2017

Verslagen van de Raad van Bestuur 3.1 en de Raad van Commissarissen over 2017





- Year of strong growth in earnings and capital generation
- Capital position significantly improved
- Management actions drive quality of capital
- Conclusions & key priorities

Helping people to achieve a lifetime of financial security



Year of strong earnings and sales growth

Capital position significantly improved

Underlying earnings



+ 10% compared to 2016

Sales



+ 36% compared to 2016

Operating expenses



EUR 3.9 billion + 3%¹⁾
compared to 2016

Assets²⁾



+ 10%
compared to 2016

Solvency II ratio



201% + 44%-points compared to 2016



¹⁾ Stable excluding Blackrock & Cofunds acquisitions, restructuring expenses and the divestment of UMG

²⁾ Based on revenue-generating investments

Strong earnings improvement

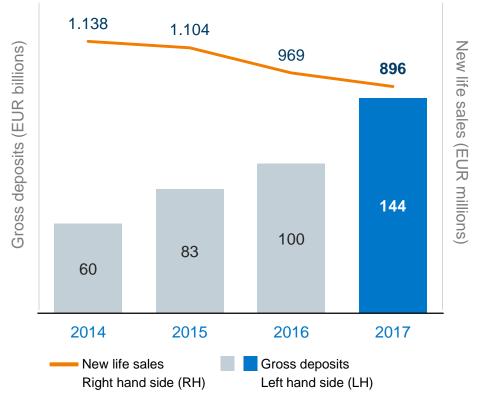




Continued strong gross deposits

- Another year of record gross deposits
 - 44% growth compared to 2016
 - Driven by successful shift towards fee-based businesses
 - Strong asset management and UK platform deposits
- Shift away from traditional life insurance continues
- A&H and general insurance sales down 7% to EUR 885 million, partly due to product exits
- EUR 17 billion net outflows driven by contract discontinuances in business acquired from Mercer
 - Excluding this item, net inflows of EUR 11 billion due to continued success in Asset Management, UK and NL



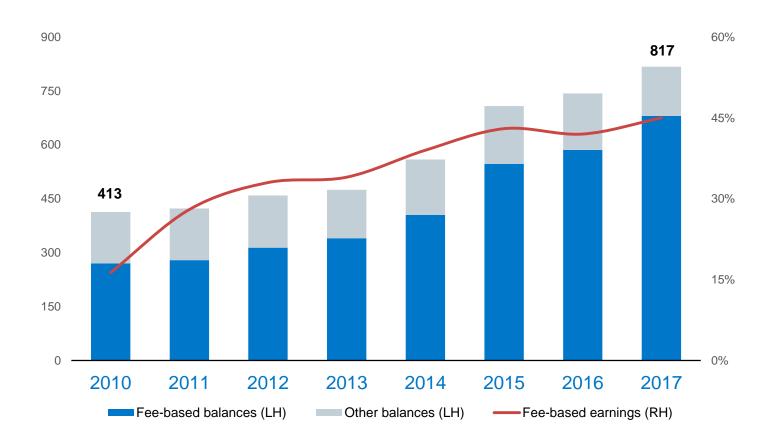




Significant shift to fee businesses

Development of fee-based balances and earnings

(Balances in EUR billion; underlying earnings in %)



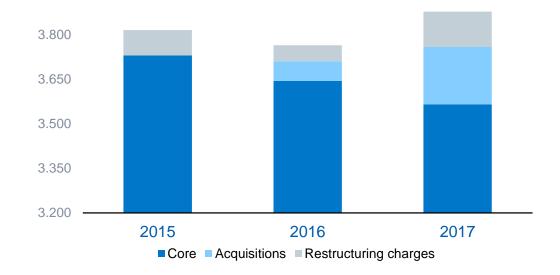
- Strong growth in fee-based earnings; percentage tripled to 45% since 2010
- Organic growth supplemented with acquisitions to enhance growth; feebased balances more than doubled to over EUR 680 billion
- Main focus on fee and protection businesses



Expense savings of EUR 350 million on track for 2018

Declining core operating expenses

(EUR million)



Cumulative run-rate savings since year-end 2015

Annualized run-rate savings ~280

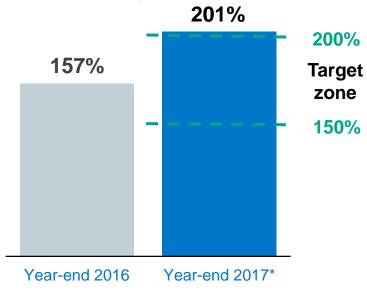
Remaining savings ~70

- Continued execution of expense savings program drives reduction in core operating expenses
- Annualized run-rate savings of approximately EUR 280 million since beginning of 2016 includes agreement with TCS
- Acquisitions in US and UK in key business lines add to scale; related cost synergies fully realized by year-end 2018



Significant improvement in Solvency II ratio

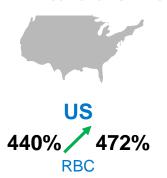
Group Solvency II improvement



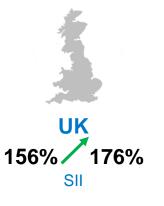
- Group Solvency II ratio increased 44%-points
- Strong capital generation of EUR 2.1 billion in 2017
- Successfully recapitalized Dutch unit back to dividend paying status
- Agreement with DNB on number of open items
- Divested EUR ~1.1 billion of non-core activities in 2017
- Improved capital quality

Local solvency ratio by unit

Year-end 2017 vs year-end 2016









^{*} Year-end 2017 number is based on the revised method which was confirmed by the DNB on August 8, 2017.

Management actions drive free cash flow growth

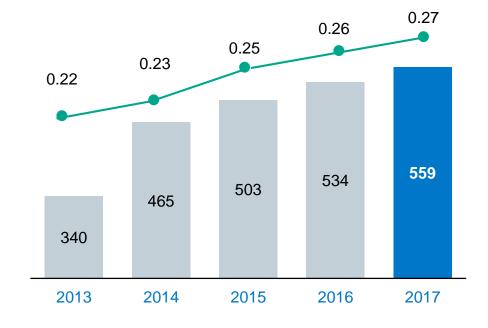
A growing and sustainable dividend

Growing capital generation (EUR billion)

	FY 2016	FY 2017
Capital generation	1.0	2.1
Market impacts and one-time items	(0.2)	0.8
Capital generation excluding market impacts & one-time Items	1.2	1.3
Holding funding & operating expenses	(0.3)	(0.3)
Free cash flow	0.8	1.0
Capital return to shareholders	0.9	0.6

Increasing dividends*

(EUR per share; EUR million)





^{*} Dividend per share represents interim and final dividend declared over the year; cash represents amount spent over the year

Long term care block developing in line with expectations

Experience in line with expectations

- We review our IFRS assumptions in detail annually
- Over the last two years, actual experience has tracked well against management's best estimate
- Assumptions underlying statutory reserves are not in all cases in line with best estimate

Successful management actions

- Effective hedging program contributes to strong return on investments in excess of 7%
- Consistently pursued rate increases since 2002; Successful latest round of rate increases
 - ~75% of requests completed at expected levels; remainder of requests are pending
- Reinsurance coverage on ~20% of the business with active management of counterparty risk

Intensive monitoring of LTC block

- Management is closely monitoring emerging experience given sensitivity to long-term assumptions
- Average age of policyholders closed block (77 years) leads to high volume of credible claims data
- Rigorous internal and external review of assumptions and reserve adequacy



Progress on financial targets

Commitment	2017 status	2018 target
Strong sales growth	23% 2015-2017 CAGR	CAGR of 10% 2015-2017
Reduce operating expenses	EUR ~280 million annualized run-rate savings	EUR 350 million annualized run-rate savings
Increase RoE	8.2%	10%
Return capital to shareholders	EUR 1.5 billion cumulative 2016 + 2017	EUR 2.1 billion cumulative 2016-2018



3.1 Reports of the Boards for 2017

Verslagen van de Raad van Bestuur 3.1 en de Raad van Commissarissen over 2017



3.2 Remuneration report 2017

3.2 Remuneratierapport 2017





Ben Noteboom

Chairman of the Remuneration Committee

Voorzitter van de Remuneration Committee



Current Executive Board Remuneration

Fixed compensation (annual salary)

+
Variable compensation (max. 100% of annual salary)

+
Benefits (e.g. pension)

Fixed compensation:

No changes to annual base salary in 2017 for Executive Board compared to 2016

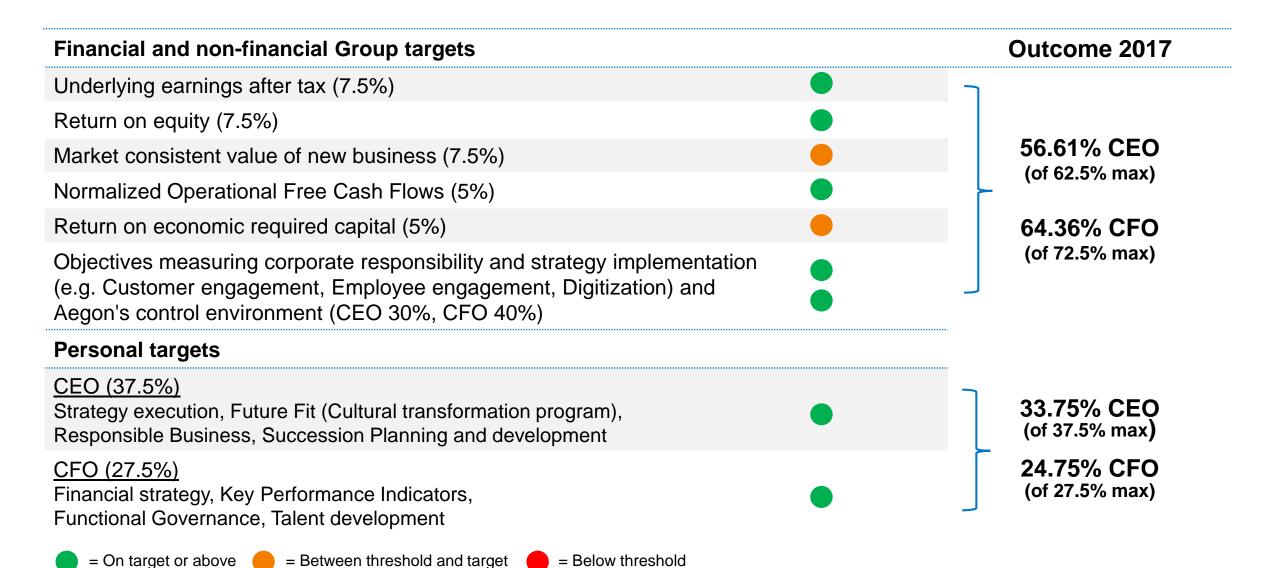
Variable compensation:

- 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 variable compensation 2017

Performance indicators and results



Executive Board variable compensation 2017

Conditional variable compensation allocated:

- CEO: 90.36% of fixed compensation (2016: 82.25%, 2015: 79.94%)
- CFO: 89.11% of fixed compensation
- 40% of variable compensation to be paid / vest in 2018
- 50% of this is in shares, 50% in cash
- 60% is deferred in three tranches (to be paid / vest in 2019, 2020 and 2021)
- 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



3.2 Remuneration report 2017

3.2 Remuneratierapport 2017



3.3 Implementation Corporate Governance Code 2016

3.3 Implementatie van de Corporate Governance Code 2016



General aspects of Corporate Governance Code 2016

- Code 2016 four focus areas:
 - Long-term value creation in the company's strategy and a culture that supports this long-term value creation
 - Adequate systems of control and risk management
 - Effective management and supervision thereof, including remuneration
 - Functioning of the AGM and the relationship with shareholders
- Aegon already largely complied with the best practices of Code 2016 upon coming into effect in 2017



Long-term value creation

Aegon's purpose:

to help people to achieve a life time of financial security

- Our strategic objectives:
 - Loyal Customers
 - Operational Excellence
 - Empowered Employees
 - Optimized Portfolio
- Enhancement of culture supportive to strategy: Future Fit Program
 - Values of Future Fit:
 - Agility
 - Accountability
 - Acting as one
 - Customer Centricity





Impact on Aegon

- Adequate systems of control and risk management
 - Risk Management
 - Internal Audit
 - External Audit
- Effective management and supervision thereof, including remuneration
 - New requirements implemented
 - Charters of the Boards and the Committees adjusted
- Functioning of the AGM and the relationship with shareholders
 - Aegon Asset Management publishes voting policy plus its voting behavior



3.3 Implementation Corporate Governance Code 2016

3.3 Implementatie van de Corporate Governance Code 2016



3.4 Annual accounts 2017 and report independent auditor

3.4 Jaarrekening 2017 en accountantsrapport



3.5 Adoption of the annual accounts 2017

3.5 Vaststelling van de jaarrekening 2017



Voting procedure / Stem procedure

Prior to the voting

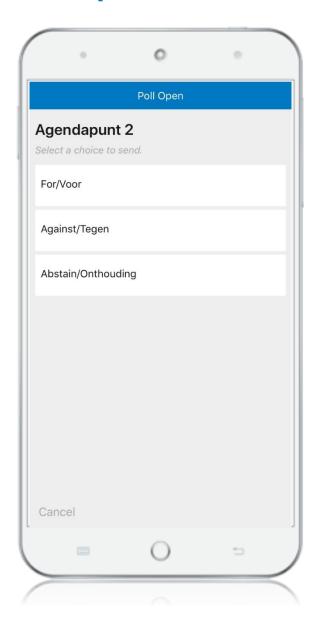
- You have logged in to Lumi AGM
- Agenda item appears automatically

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



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 / Stemprocedure

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
 - 2 = Against
 - 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 / stemming

3.5 Adoption of the annual accounts 2017

3.5 Vaststelling van de jaarrekening 2017



3.6 Approval of the final dividend 2017

3.6 Goedkeuring van het slotdividend over 2017



Aegon's dividend policy

- Cash flows upstreamed to the holding are available to execute our strategy, to fund operating expenses and to pay dividends to shareholders
- 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 AGM



Aegon's dividend proposal

- Proposed final dividend for 2017:
 EUR 0.14 per common share
 - Results in total dividend for 2017 of EUR 0.27 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





3.6 Approval of the final dividend 2017

3.6 Goedkeuring van het slotdividend over 2017



Voting / stemming

3.6 Approval of the final dividend 2017

3.6 Goedkeuring van het slotdividend over 2017



4 Release from liability

4 Kwijting



Release from liability for the members 4.1 of the Executive Board for their duties performed during 2017

Verlenen van kwijting aan de leden 4.1 van de Raad van Bestuur voor de uitoefening van hun taak in 2017



Release from liability for the members 4.2 of the Supervisory Board for their duties performed during 2017

Verlenen van kwijting aan de leden van 4.2 de Raad van Commissarissen voor de uitoefening van hun taak in 2017



4 Release from liability

4 Kwijting



Voting / stemming

Release from liability for the members 4.1 of the Executive Board for their duties performed during 2017

Verlenen van kwijting aan de leden 4.1 van de Raad van Bestuur voor de uitoefening van hun taak in 2017



Voting / stemming

Release from liability for the members 4.2 of the Supervisory Board for their duties performed during 2017

Verlenen van kwijting aan de leden van 4.2 de Raad van Commissarissen voor de uitoefening van hun taak in 2017



Composition of the Supervisory Board

5 Samenstelling van de Raad van Commissarissen



5.1 Reappointment of Corien Wortmann-Kool

5.1 Herbenoeming van Corien Wortmann-Kool





Corien Wortmann-Kool

Age: 58

Nationality: Dutch

Shares in the company: none

Main occupation:

- Chairman of the Board of Stichting Pensioenfonds ABP
 Membership of other Boards:
- Member Supervisory Board of Het Kadaster
- Member of Advisory Council of Centraal Bureau voor de Statistiek
- Chairman of the Board of Trustees of Save the Children Netherlands
- Vice President European People's Party



5.2 Reappointment of Robert Dineen

5.2 Herbenoeming van Robert Dineen





Robert Dineen

Age: 68

Nationality: American

Shares in the company: 10,000

Main occupation:

Non-Executive DirectorMain former occupation

Vice Chairman of Lincoln Financial Network
 Membership of other Boards:

Non-Executive Chairman of the Board of Aretec Inc.



Composition of the Supervisory Board

Samenstelling van de Raad van Commissarissen



Voting / stemming

5.1 Reappointment of Corien Wortmann-Kool

5.1 Herbenoeming van Corien Wortmann-Kool



5.2 Reappointment of Robert Dineen

5.2 Herbenoeming van Robert Dineen



Authorization of the Executive Board to issue shares in the context of replacing Solvency II grandfathered securities

Machtiging van de Raad van Bestuur tot uitgifte van aandelen ter vervanging van effecten die onder de overgangsregeling (grandfathering) van Solvency II vallen



Proposal summary

Replacement Solvency II grandfathered securities

- Aegon has substantial amount of grandfathered restricted Tier 1 securities outstanding
 - To be replaced by a mix of Solvency II compliant securities and retained earnings
 - Replacement required before year-end 2025
- Authorization assumes issuance of EUR 2 billion contingent convertible securities
 - Approval required for issuance of common shares due to potential conversion of securities
 - Conversion would only take place in case of extreme conditions
 - Authorization would only be used in connection with issuance of restricted Tier 1 securities
- Flexibility is in the best interest of the company
 - Authorization period of five years allows for orderly issuance when market conditions are favorable
- Aegon was strongly capitalized per year-end 2017

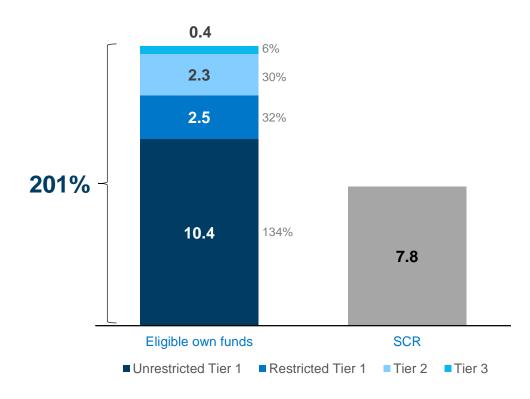


Conversion

- Because of <u>potential</u> conversion, AGM approval needed for issuance of common shares of up to 30% of capital for next five years
- Conversion would only take place if one of these triggers is breached:
 - Own Funds drop below 75% of SCR
 - Own Funds drop below 100% of MCR
 - Own Funds breach 100% of SCR, and compliance is not re-established within three months
- Assumptions underlying the authorization:
 - Principal of EUR 2 billion
 - Share price at moment of issuance Restricted Tier 1 securities EUR 4.30 (based on 52-week low) with current share price of EUR 5.88*
 - 30% discount at conversion, in line with current market practice

Quality of capital

(year-end 2017, in EUR billion and % of SCR)





Authorization of the Executive Board to issue shares in the context of replacing Solvency II grandfathered securities

Machtiging van de Raad van Bestuur tot uitgifte van aandelen ter vervanging van effecten die onder de overgangsregeling (grandfathering) van Solvency II vallen



Authorization of the Executive Board to issue shares in the context of replacing Solvency II grandfathered securities

Machtiging van de Raad van Bestuur tot uitgifte van aandelen ter vervanging van effecten die onder de overgangsregeling (grandfathering) van Solvency II vallen



7 Issuance and acquisition of shares

7 Uitgifte en verkrijging van aandelen



7.1 Authorization of the Executive Board to issue common shares

7.1 Machtiging van de Raad van Bestuur tot uitgifte van gewone aandelen



Authorization of the Executive Board to 7.2 restrict or exclude pre-emptive rights upon issuing common shares

Machtiging van de Raad van Bestuur tot 7.2 beperking of uitsluiting van voorkeursrechten bij de uitgifte van gewone aandelen



7.3 Authorization of the Executive Board to issue common shares under incentive plans

7.3 uitgifte van gewone aandelen in het kader van incentiveplannen



7.4 Authorization of the Executive Board to acquire shares in the Company

7.4 Machtiging van de Raad van Bestuur tot verkrijging van eigen aandelen



7 Issuance and acquisition of shares

7 Uitgifte en verkrijging van aandelen



7.1 Authorization of the Executive Board to issue common shares

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7.3 uitgifte van gewone aandelen in het kader van incentiveplannen



7.4 Authorization of the Executive Board to acquire shares in the Company

7.4 Machtiging van de Raad van Bestuur tot verkrijging van eigen aandelen



8 Any other business

8 Wat verder ter tafel komt



9 Closing

9 Sluiting



