



April 17, 2020

Message to Aegon's shareholders in view of COVID-19

ELECTRONIC ANNUAL GENERAL MEETING ON 15 MAY 2020 AT 10.00 A.M. (the "AGM")

In view of the COVID-19 outbreak, the national measures to combat it and in anticipation of the expected adoption of the Temporary Act COVID-19 Justice and Safety (the "Emergency-Act") by the States General of The Netherlands later this month, the Executive Board of Aegon resolved that the AGM will only be accessible for shareholders by electronic means. This means that the shareholders will not be granted physical access to the meeting.

However, Aegon wishes its shareholders to be able to participate in the meeting and to exercise their shareholders' rights in line with the Emergency Act. Aegon therefore offers its shareholders to follow the meeting via a video link webcast. Shareholders will also be enabled to grant a proxy to cast their votes and to ask questions in writing.

HOW CAN THE SHAREHOLDER PARTICIPATE IN THE AGM?

Following the meeting

Shareholders can follow the AGM remotely via a live video link (webcast), which will be available at www.aegon.com.

Exercising the right to vote

The means for shareholders to exercise their voting rights without physically attending the AGM are as follows:

1. Shareholders who hold their shares in a securities account under the Dutch giro system (e.g. shares bought on Euronext or a European electronic Multilateral Trading Facility) can vote through the e-voting system of ABN AMRO which entails a proxy with voting instruction to a civil law notary of Allen & Overy LLP (www.abnamro.com/evoting). The deadline for voting through the e-voting system of ABN AMRO is May 8, 2020, 11.59 p.m. CET.
2. Shareholders registered in the Company's registry of shareholders and shareholders who hold their shares in a securities account under the Dutch giro system (e.g. shares bought on Euronext or a European electronic Multilateral Trading Facility) may grant a written proxy (with or without a voting instruction) to the Company Secretary by using [the power of attorney](#). In view of the circumstances, we have extended our deadline to grant a proxy to the Company Secretary to May 13, 2020, 6 p.m. CET.

3. Holders of New York Registry Shares received a proxy solicitation notice enabling them to exercise their voting rights. The deadline for providing voting instructions for holders of New York Registry Shares is May 8, 2020 10.00 a.m. New York Time.
4. Shareholders with vested Aegon shares from incentive plans will receive an email containing a link to the e-voting system of ABN AMRO which entails a proxy with voting instruction to a civil law notary of Allen & Overy LLP. The deadline for voting through the e-voting system of ABN AMRO is May 8, 2020, 11.59 p.m. CET.

Asking questions

Aegon offers shareholders the opportunity to submit written questions concerning items on the agenda until Wednesday, May 13, 2020 6 p.m. CET at the latest. All questions should be submitted to Aegon's Investor Relations team via

<https://www.aegon.com/investors/shareholders/annual-general-meeting/agm-form/>.

When submitting questions, the shareholder will have to complete the form in full, in order to enable the Company to have its shareholding confirmed as well as its eligibility to ask questions.

During the AGM Aegon will facilitate shareholders to ask follow-up questions in addition to questions submitted by such shareholder via the form referred to above. Aegon will provide these shareholders with a username and password that will enable the shareholder to log in to the webcast and to raise questions in writing during the AGM.

Within the order of the meeting that is being maintained by the chairman of the meeting, the questions raised may be combined and will be dealt with prior or during the AGM. The answers to the questions will be published at www.aegon.com.

ANY OTHER MATTERS

In case you have any queries with respect to following the AGM via the webcast, exercising your voting rights or asking questions concerning the AGM agenda items, please contact the Company Secretary: bieke.debruyne@aegon.com.