

Convocation of Annual General Meeting of Shareholders 2021 of Aegon N.V.

The Annual General Meeting of Shareholders (the "AGM") of Aegon N.V. (the "Company") will be held on Thursday, June 3, 2021 at 2.00 p.m. at The Hague, the Netherlands.

In line with the provisions of the Temporary Act COVID-19 Justice and Safety (the "Emergency-Act"), the Executive Board of Aegon N.V. resolved that the AGM will only be accessible for shareholders by electronic means. The terms of the Company's Policy regarding the Virtual Meeting of Shareholders will be applicable to the AGM. A livestream of the AGM will be available at www.aegon.com/AGM.

The agenda with explanatory notes, the Virtual AGM Manual and FAQ, as well as the Company's Policy regarding the Virtual Meeting of Shareholders are available on Aegon's corporate website (www.aegon.com/AGM) as of Thursday, April 22, 2021.

Record Date

Recognized as persons entitled to take part in the AGM are those who hold shares of Aegon N.V. on the Record Date, Thursday, May 6, 2021, following the processing of all additions and withdrawals as at the Record Date. This applies by analogy to pledgees and usufructuaries of shares holding the right to attend General Meetings of Shareholders of Aegon N.V.. At the AGM, no shareholder rights can be exercised by the holder of shares acquired after May 6, 2021.

Mandatory registration of intention to participate in the virtual AGM

Shareholders holding their shares in a securities account under the Dutch giro system who wish to participate in the virtual AGM are required to register by notifying their intended participation to ABN AMRO Bank N.V., Amsterdam, the Netherlands ("ABN AMRO"), which is possible from Friday, May 7, 2021, until Thursday, May 27, 2021, at the latest. This registration can be made through the ABN AMRO website (abnamro.com/evoting) or through the shareholder's bank or stockbroker (intermediary) within the meaning of the Dutch Securities Transactions Act ("Wet Giraal Effectenverkeer") by submitting a statement from the shareholder's intermediary regarding one's ownership of shares on the Record Date as stated above. Upon registration via ABN AMRO, shareholders will be requested to choose whether they attend the meeting virtually or, alternatively, grant a proxy to vote without attending the virtual meeting as referred to below.

Shareholders registered in the Company's register of shareholders will receive a letter containing information on how to notify their virtual participation. Shareholders with vested Aegon shares from incentive plans will receive an email containing information on how to exercise their voting rights. Holders of New York Registry Shares will receive a proxy solicitation notice.

Voting without online attending the virtual AGM

Shareholders that have registered with ABN AMRO as outlined above have two manners to vote without attending the meeting:

- Shareholders can vote through the e-voting system of ABN AMRO which entails a voting instruction to a (deputy) 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 27, 2021, 11.59 p.m. CET.
- Shareholders may grant a written proxy (with or without a voting instruction) to the Company Secretary as their representative by using the power of attorney available at www.aegon.com/AGM. Such a proxy must have been received by the Company Secretary (bieke.debruyne@aegon.com) before May 27, 2021, 6 p.m. CET.

Shareholders with vested Aegon shares from incentive plans will receive a separate email containing a link enabling them to vote by means of an electronic voting instruction through ABN AMRO's dedicated e-voting system which entails a voting instruction to a (deputy) civil law notary of Allen & Overy LLP. These shareholders can also appoint a proxy in the manner described under option 2 above.

Attendance, participation and voting at the virtual AGM

The Company allows shareholders that have registered with ABN AMRO as outlined above, to virtually attend, participate and vote at the AGM. With respect to virtual attendance, the following applies:

- ♦ Shareholders can virtually attend the AGM via www.abnamro.com/evoting. The option of virtual attendance will not be available to holders of New York Registry Shares. In addition, virtual attendance may not be available if a shareholder's intermediary does not support online voting.
- ♦ Shareholders who have registered for virtual attendance at the AGM will receive a confirmation of registration by email which will contain a unique link. Via this link the shareholder can login to the online platform of the AGM by means of a two-step verification process (by SMS verification).
- ♦ Certain details of the shareholder will be required for authentication purposes, such as his/her valid email address, securities account, and mobile phone number, in order to provide virtual access. Where applicable, also the intermediaries are requested to provide the same information with respect to the shareholders that wish to virtually attend the AGM through the online platform.
- ♦ On the day of the AGM, shareholders may log into the online platform via www.abnamro.com/evoting from 1.00 p.m. CET until the start of the meeting at 2.00 p.m. CET. Shareholders who wish to attend the AGM virtually, must log in and complete the admission procedure for the AGM before the meeting starts. Shareholders are recommended to log in at least 15 minutes prior to the start of the AGM. Shareholders who have not logged in before the start of the AGM via the online platform cannot vote or ask questions online during the AGM and can only follow the AGM via the livestream.
- ♦ The Company's Policy regarding the Virtual Meeting of Shareholders applies to shareholders who wish to attend the AGM via the online platform. The Company's Policy regarding the Virtual Meeting of Shareholders, as well as an overview of the minimum requirements to the devices and systems that can be used for virtual attendance (if applicable) will be available on www.aegon.com/AGM.
- ♦ Virtual attendance (if applicable) entails risks, as described in the Company's Policy regarding the Virtual Meeting of Shareholders. If a shareholder wishes to avoid such risks, he or she should choose to render their voting instructions as described above under the header "voting without attending the meeting".

Questions

1. Prior to the virtual AGM

Aegon offers shareholders the opportunity to submit written questions concerning items on the agenda until Thursday, May 27 6.00 p.m., but ultimately until Monday, May 31, 2021, 2.00 p.m. CET at the latest. All questions should be submitted to Aegon's Investor Relations team via the link on the website.

2. During the virtual AGM

Shareholders who complied with the mandatory registration to notify their intention to attend the AGM may pose questions in writing - or orally if so announced by the Company on its website - concerning items on the agenda during the virtual AGM, provided that they have timely notified Aegon's Investor Relations team of their intention to submit questions during the virtual AGM. Shareholders can notify Aegon's Investor Relations team via the link on the website before May 31, 2021 2 p.m. CET. The questions raised during the virtual AGM do not have to qualify as follow-up questions under the Emergency Act. Consequently, shareholders do not have to submit written questions prior to the meeting in order to raise questions during the virtual AGM.

The Company's Policy regarding the Virtual Meeting of Shareholders apply to questions during and prior to the Virtual AGM.

Webcast

Follow the AGM via our live webcast on the day of the AGM

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