

The information included in the following sheets of this Excel file forms an integral part of the AEGON press release on the Q3 results 2011 as published on November 10, 2011.

Cautionary note regarding non-GAAP measures

This press release includes certain non-GAAP financial measures: underlying earnings before tax, net underlying earnings, commission and expenses, operating expenses and value of new business (VNB). The reconciliation of underlying earnings before tax to the most comparable IFRS measure is provided in Note 3 "Segment information" of our Condensed consolidated interim financial statements. VNB is not based on IFRS, which are used to report AEGON's primary financial statements, and should not be viewed as a substitute for IFRS financial measures. We may define and calculate VNB differently than other companies. Please see AEGON's Embedded Value Report dated May 12, 2011 for an explanation of how we define and calculate VNB. AEGON believes that these non-GAAP measures, together with the IFRS information, provide meaningful supplemental information that our management uses to run our business as well as useful information for the investment community to evaluate AEGON's business relative to the businesses of our peers.

Local currencies and constant currency exchange rates

This press release contains certain information about our results and financial condition in USD for the Americas and GBP for the United Kingdom, because those businesses operate and are managed primarily in those currencies. Certain comparative information presented on a constant currency basis eliminates the effects of changes in currency exchange rates. None of this information is a substitute for or superior to financial information about us presented in EUR, which is the currency of our primary financial statements.

Forward-looking statements

The statements contained in this press release that are not historical facts are forward-looking statements as defined in the US Private Securities Litigation Reform Act of 1995. The following are words that identify such forward-looking statements: aim, believe, estimate, target, intend, may, expect, anticipate, predict, project, counting on, plan, continue, want, forecast, goal, should, would, is confident, will, and similar expressions as they relate to our company. These statements are not guarantees of future performance and involve risks, uncertainties and assumptions that are difficult to predict. We undertake no obligation to publicly update or revise any forward-looking statements. Readers are cautioned not to place undue reliance on these forward-looking statements, which merely reflect company expectations at the time of writing. Actual results may differ materially from expectations conveyed in forward-looking statements due to changes caused by various risks and uncertainties. Such risks and uncertainties include but are not limited to the following:

- o Changes in general economic conditions, particularly in the United States, the Netherlands and the United Kingdom;
- o Changes in the performance of financial markets, including emerging markets, such as with regard to:
 - The frequency and severity of defaults by issuers in our fixed income investment portfolios; and
 - The effects of corporate bankruptcies and/or accounting restatements on the financial markets and the resulting decline in the value of equity and debt securities we hold;
- o The frequency and severity of insured loss events;
- o Changes affecting mortality, morbidity and other factors that may impact the profitability of our insurance products;
- o Changes affecting interest rate levels and continuing low or rapidly changing interest rate levels;
- o Changes affecting currency exchange rates, in particular the EUR/USD and EUR/GBP exchange rates;
- o Increasing levels of competition in the United States, the Netherlands, the United Kingdom and emerging markets;
- o Changes in laws and regulations, particularly those affecting our operations, the products we sell, and the attractiveness of certain products to our consumers;
- o Regulatory changes relating to the insurance industry in the jurisdictions in which we operate;
- o Acts of God, acts of terrorism, acts of war and pandemics;
- o Changes in the policies of central banks and/or governments;
- o Lowering of one or more of our debt ratings issued by recognized rating organizations and the adverse impact such action may have on our ability to raise capital and on our liquidity and financial condition;
- o Lowering of one or more of insurer financial strength ratings of our insurance subsidiaries and the adverse impact such action may have on premium writings, policy retention, profitability of its insurance subsidiaries and liquidity;
- o The effect of the European Union's Solvency II requirements and other regulations in other jurisdictions affecting the capital we are required to maintain;
- o Litigation or regulatory action that could require us to pay significant damages or change the way we do business;
- o Customer responsiveness to both new products and distribution channels;
- o Competitive, legal, regulatory, or tax changes that affect the distribution cost of or demand for our products;
- o The impact of acquisitions and divestitures, restructurings, product withdrawals and other unusual items, including our ability to integrate acquisitions and to obtain the anticipated results and synergies from acquisitions;
- o Our failure to achieve anticipated levels of earnings or operational efficiencies as well as other cost saving initiatives; and
- o The impact our adoption of the International Financial Reporting Standards may have on our reported financial results and financial condition.

Further details of potential risks and uncertainties affecting the company are described in the company's filings with Euronext Amsterdam and the US Securities and Exchange Commission, including the Annual Report on Form 20-F. These forward-looking statements speak only as of the date of this document. Except as required by any applicable law or regulation, the company expressly disclaims any obligation or undertaking to release publicly any updates or revisions to any forward-looking statements contained herein to reflect any change in the company's expectations with regard thereto or any change in events, conditions or circumstances on which any such statement is based.

KEY PERFORMANCE INDICATORS

<i>amounts in EUR millions</i> ^{b)}	Notes	Q3 2011	Q2 2011	%	Q3 2010	%	YTD 2011	YTD 2010	%
Underlying earnings before tax	1	361	401	(10)	452	(20)	1,176	1,381	(15)
Net income	2	60	404	(85)	657	(91)	791	1,442	(45)
Sales	3	1,620	1,261	28	1,595	2	4,292	4,512	(5)
Value of new business (VNB)	4	58	103	(44)	109	(47)	279	385	(28)
Return on equity	5	6.9%	8.1%	(15)	9.3%	(26)	7.4%	8.9%	(17)

FINANCIAL OVERVIEW ^{c)}

EUR millions	Notes	Q3 2011	Q2 2011	%	Q3 2010	%	YTD 2011	YTD 2010	%
Underlying earnings before tax									
Americas		310	325	(5)	355	(13)	982	1,090	(10)
The Netherlands		68	74	(8)	97	(30)	223	298	(25)
United Kingdom		9	10	(10)	28	(68)	31	78	(60)
New markets		43	59	(27)	55	(22)	159	141	13
Holding and other		(69)	(67)	(3)	(83)	17	(219)	(226)	3
Underlying earnings before tax		361	401	(10)	452	(20)	1,176	1,381	(15)
Fair value items		(288)	(23)	-	204	-	(396)	191	-
Realized gains / (losses) on investments		102	204	(50)	129	(21)	397	403	(1)
Impairment charges		(132)	(100)	(32)	(92)	(43)	(294)	(319)	8
Other income / (charges)		(54)	(16)	-	(14)	-	(73)	(51)	(43)
Run-off businesses		(5)	10	-	(7)	29	27	(35)	-
Income before tax		(16)	476	-	672	-	837	1,570	(47)
Income tax		76	(72)	-	(15)	-	(46)	(128)	64
Net income		60	404	(85)	657	(91)	791	1,442	(45)
Net income / (loss) attributable to:									
Equity holders of AEGON N.V.		60	403	(85)	657	(91)	790	1,441	(45)
Non-controlling interests		-	1	-	-	-	1	1	-
Net underlying earnings		308	339	(9)	374	(18)	980	1,069	(8)
Commissions and expenses		1,575	1,500	5	1,525	3	4,588	4,486	2
of which operating expenses	11	886	847	5	835	6	2,570	2,488	3
New life sales									
Life single premiums		1,073	1,189	(10)	1,650	(35)	3,988	5,491	(27)
Life recurring premiums annualized		298	312	(4)	329	(9)	938	1,002	(6)
Total recurring plus 1/10 single		405	431	(6)	494	(18)	1,337	1,551	(14)
New life sales									
Americas	12	110	104	6	138	(20)	327	379	(14)
The Netherlands		32	40	(20)	32	-	137	135	1
United Kingdom		199	217	(8)	264	(25)	663	837	(21)
New markets	12	64	70	(9)	60	7	210	200	5
Total recurring plus 1/10 single		405	431	(6)	494	(18)	1,337	1,551	(14)
New premium production accident and health insurance		153	145	6	146	5	457	442	3
New premium production general insurance		12	14	(14)	14	(14)	39	43	(9)
Gross deposits (on and off balance)									
Americas	12	7,376	5,014	47	4,705	57	18,019	15,261	18
The Netherlands		584	442	32	525	11	1,488	1,892	(21)
United Kingdom		11	17	(35)	16	(31)	47	71	(34)
New markets	12	2,525	1,242	103	4,161	(39)	5,034	7,541	(33)
Total gross deposits		10,496	6,715	56	9,407	12	24,588	24,765	(1)
Net deposits (on and off balance)									
Americas	12	2,840	426	-	545	-	3,033	1,838	65
The Netherlands		54	(113)	-	(83)	-	(174)	39	-
United Kingdom		1	14	(93)	2	(50)	17	41	(59)
New markets	12	1,502	(2,487)	-	3,293	(54)	(2,704)	3,601	-
Total net deposits excluding run-off businesses		4,397	(2,160)	-	3,757	17	172	5,519	(97)
Run-off businesses		(1,121)	(527)	(113)	(1,091)	(3)	(2,528)	(5,150)	51
Total net deposits		3,276	(2,687)	-	2,666	23	(2,356)	369	-

REVENUE-GENERATING INVESTMENTS

	Sept. 30, 2011	June 30, 2011	%
Revenue-generating investments (total)	404,254	391,276	3
Investments general account	143,006	132,837	8
Investments for account of policyholders	139,599	142,672	(2)
Off balance sheet investments third parties	121,649	115,767	5

FINANCIAL OVERVIEW, Q3 2011 GEOGRAPHICALLY ^{c)}

EUR millions	Americas	The Netherlands	United Kingdom	New Markets	Holding, other activities & eliminations	Total
Underlying earnings before tax by line of business						
Life	166	47	20	17	-	250
Individual savings and retirement products	88	-	-	(4)	-	84
Pensions	56	24	(10)	2	-	72
Non-life	-	(1)	-	4	-	3
Distribution	-	(2)	(1)	-	-	(3)
Asset Management	-	-	-	15	-	15
Other	-	-	-	-	(69)	(69)
Share in underlying earnings before tax of associates	-	-	-	9	-	9
Underlying earnings before tax	310	68	9	43	(69)	361
Fair value items	(275)	25	(8)	(16)	(14)	(288)
Realized gains / (losses) on investments	40	59	3	-	-	102
Impairment charges	(76)	(5)	(22)	(29)	-	(132)
Other income / (charges)	4	(61)	5	(2)	-	(54)
Run-off businesses	(5)	-	-	-	-	(5)
Income before tax	(2)	86	(13)	(4)	(83)	(16)
Income tax	72	(23)	13	(9)	23	76
Net income	70	63	-	(13)	(60)	60
Net underlying earnings	242	55	30	26	(45)	308

EMPLOYEE NUMBERS

	Sept. 30, 2011	June 30, 2011
Employees excluding agents	22,781	23,639
Agents	3,024	2,892
Total number of employees excluding Associates	25,805	26,531
AEGON's share of employees (including agents) in Associates	4,125	3,561
Total	29,930	30,092

FINANCIAL OVERVIEW, 2011 YEAR-TO-DATE GEOGRAPHICALLY ^{c)}

EUR millions	Americas	The Netherlands	United Kingdom	New Markets	Holding, other activities & eliminations	Total
Underlying earnings before tax by line of business						
Life	463	145	64	55	-	727
Individual savings and retirement products	346	-	-	(8)	-	338
Pensions	173	62	(28)	9	-	216
Non-life	-	4	-	26	-	30
Distribution	-	8	(5)	-	-	3
Asset Management	-	-	-	47	-	47
Other	-	-	-	-	(219)	(219)
Associates	-	4	-	30	-	34
Underlying earnings before tax	982	223	31	159	(219)	1,176
Fair value items	(339)	(33)	(9)	(19)	4	(396)
Realized gains / (losses) on investments	116	236	43	2	-	397
Impairment charges	(187)	(10)	(62)	(35)	-	(294)
Other income / (charges)	1	(80)	-	6	-	(73)
Run-off businesses	27	-	-	-	-	27
Income before tax	600	336	3	113	(215)	837
Income tax	(30)	(65)	33	(45)	61	(46)
Net income	570	271	36	68	(154)	791
Net underlying earnings	751	188	84	111	(154)	980

AMERICAS ^{c)}

USD millions	Notes	Q3 2011	Q2 2011	%	Q3 2010	%	YTD 2011	YTD 2010	%
Underlying earnings before tax by line of business									
Life and protection		219	194	13	220	-	608	655	(7)
<i>Fixed annuities</i>		61	77	(21)	112	(46)	228	358	(36)
<i>Variable annuities</i>		57	87	(34)	29	97	237	148	60
<i>Retail mutual funds</i>		5	6	(17)	3	67	17	3	-
Individual savings and retirement products		123	170	(28)	144	(15)	482	509	(5)
Employer solutions & pensions		79	83	(5)	79	-	243	227	7
Canada		17	19	(11)	13	31	47	39	21
Latin America		(1)	3	-	2	-	-	4	-
Underlying earnings before tax		437	469	(7)	458	(5)	1,380	1,434	(4)
Fair value items		(387)	(72)	-	117	-	(476)	(42)	-
Realized gains / (losses) on investments		57	71	(20)	121	(53)	163	175	(7)
Impairment charges		(106)	(76)	(39)	(111)	5	(262)	(375)	30
Other income / (charges)		6	(5)	-	-	-	1	(140)	-
Run-off businesses		(7)	15	-	(9)	22	38	(46)	-
Income before tax		-	402	-	576	-	844	1,006	(16)
Income tax		101	(60)	-	52	94	(42)	94	-
Net income		101	342	(70)	628	(84)	802	1,100	(27)
Net income / (loss) attributable to:									
Equity holders of AEGON N.V.		101	342	(70)	628	(84)	802	1,100	(27)
Net underlying earnings		343	368	(7)	339	1	1,057	1,058	-
Commissions and expenses		1,255	1,210	4	1,167	8	3,674	3,483	5
of which operating expenses		506	502	1	472	7	1,500	1,457	3
New life sales									
Life single premiums	12	113	78	45	363	(69)	338	820	(59)
Life recurring premiums annualized		144	143	1	143	1	426	417	2
Total recurring plus 1/10 single		155	151	3	179	(13)	460	499	(8)
Life & protection		117	114	3	147	(20)	352	402	(12)
Employer solutions & pensions		6	7	(14)	5	20	19	17	12
Canada		15	18	(17)	15	-	50	46	9
Latin America		17	12	42	12	42	39	34	15
Total recurring plus 1/10 single		155	151	3	179	(13)	460	499	(8)
New premium production accident and health insurance		206	201	2	179	15	606	543	12
Gross deposits (on and off balance) by line of business									
Life & protection	12	2	3	(33)	2	-	8	8	-
<i>Fixed annuities</i>		87	71	23	164	(47)	241	473	(49)
<i>Variable annuities</i>		1,338	1,401	(4)	956	40	3,918	2,793	40
<i>Retail mutual funds</i>		618	765	(19)	861	(28)	2,158	2,794	(23)
Individual savings & retirement products		2,043	2,237	(9)	1,981	3	6,317	6,060	4
Employer solutions & pensions		8,282	4,913	69	3,975	108	18,749	13,503	39
Canada		73	83	(12)	100	(27)	253	504	(50)
Total gross deposits		10,400	7,236	44	6,058	72	25,327	20,075	26
Net deposits (on and off balance) by line of business									
Life & protection	12	(10)	(10)	-	(12)	17	(34)	(39)	13
<i>Fixed annuities</i>		(728)	(810)	10	(584)	(25)	(2,339)	(1,780)	(31)
<i>Variable annuities</i>		489	471	4	225	117	1,180	419	182
<i>Retail mutual funds</i>		(234)	(5)	-	233	-	(289)	1,008	-
Individual savings & retirement products		(473)	(344)	(38)	(126)	-	(1,448)	(353)	-
Employer solutions & pensions		4,514	1,048	-	1,030	-	6,047	3,680	64
Canada		(39)	(105)	63	(191)	80	(302)	(870)	65
Total net deposits excluding run-off businesses		3,992	589	-	701	-	4,263	2,418	76
Run-off businesses		(1,580)	(772)	(105)	(1,384)	(14)	(3,554)	(6,774)	48
Total net deposits		2,412	(183)	-	(683)	-	709	(4,356)	-

REVENUE-GENERATING INVESTMENTS

	Sept. 30, 2011	June 30, 2011	%
Revenue-generating investments (total)	315,362	324,919	(3)
Investments general account	122,645	121,723	1
Investments for account of policyholders	76,217	83,383	(9)
Off balance sheet investments third parties	116,500	119,813	(3)

THE NETHERLANDS

EUR millions	Notes	Q3 2011	Q2 2011	%	Q3 2010	%	YTD 2011	YTD 2010	%
Underlying earnings before tax by line of business									
Life and Savings		47	55	(15)	51	(8)	145	132	10
Pensions		24	16	50	42	(43)	62	118	(47)
Non life		(1)	-	-	3	-	4	29	(86)
Distribution		(2)	(1)	(100)	2	-	8	19	(58)
Share in underlying earnings before tax of associates		-	4	-	(1)	-	4	-	-
Underlying earnings before tax		68	74	(8)	97	(30)	223	298	(25)
Fair value items		25	2	-	184	(86)	(33)	343	-
Realized gains / (losses) on investments		59	142	(58)	35	69	236	154	53
Impairment charges		(5)	(3)	(67)	(4)	(25)	(10)	(11)	9
Other income / (charges)		(61)	(11)	-	-	-	(80)	33	-
Income before tax		86	204	(58)	312	(72)	336	817	(59)
Income tax		(23)	(35)	34	(75)	69	(65)	(187)	65
Net income		63	169	(63)	237	(73)	271	630	(57)
Net income / (loss) attributable to:									
Equity holders of AEGON N.V.		63	169	(63)	237	(73)	271	630	(57)
Net underlying earnings		55	67	(18)	88	(38)	188	222	(15)
Commissions and expenses		311	278	12	248	25	861	775	11
of which operating expenses		242	201	20	179	35	632	543	16
New life sales									
Life single premiums		210	217	(3)	176	19	884	814	9
Life recurring premiums annualized		12	18	(33)	14	(14)	49	54	(9)
Total recurring plus 1/10 single		32	40	(20)	32	-	137	135	1
Life and Savings		17	25	(32)	18	(6)	68	66	3
Pensions		15	15	-	14	7	69	69	-
Total recurring plus 1/10 single		32	40	(20)	32	-	137	135	1
New premium production accident and health insurance		6	4	50	5	20	20	20	-
New premium production general insurance		6	7	(14)	6	-	21	20	5
Gross deposits (on and off balance) by line of business									
Life and Savings		584	442	32	416	40	1,408	1,633	(14)
Pensions		-	-	-	109	-	80	259	(69)
Total gross deposits		584	442	32	525	11	1,488	1,892	(21)
Net deposits (on and off balance) by line of business									
Life and Savings		54	(113)	-	(139)	-	(201)	(7)	-
Pensions		-	-	-	56	-	27	46	(41)
Total net deposits		54	(113)	-	(83)	-	(174)	39	-

REVENUE-GENERATING INVESTMENTS

	Sept. 30, 2011	June 30, 2011	%
Revenue-generating investments (total)	61,092	60,005	2
Investments general account	38,346	36,810	4
Investments for account of policyholders	22,746	23,195	(2)
Off balance sheet investments third parties	-	-	-

UNITED KINGDOM

GBP millions	Notes	Q3 2011	Q2 2011	%	Q3 2010	%	YTD 2011	YTD 2010	%
Underlying earnings before tax by line of business									
Life		18	17	6	23	(22)	56	56	-
Pensions		(9)	(7)	(29)	-	-	(25)	14	(33)
Distribution		(1)	(1)	-	1	-	(4)	(3)	(33)
Underlying earnings before tax		8	9	(11)	24	(67)	27	67	(60)
Fair value items		(7)	-	-	1	-	(8)	(8)	-
Realized gains / (losses) on investments		3	10	(70)	-	-	38	5	-
Impairment charges		(19)	(35)	46	(2)	-	(54)	(10)	-
Other income / (charges)	7	4	1	-	12	(67)	-	52	-
Income before tax		(11)	(15)	27	35	-	3	106	(97)
Income tax attributable to policyholder return		(17)	(15)	(13)	(23)	26	(33)	(63)	48
Income before income tax on shareholders return		(28)	(30)	7	12	-	(30)	43	-
Income tax on shareholders return		28	15	87	32	(13)	61	45	36
Net income		-	(15)	-	44	-	31	88	(65)
Net income / (loss) attributable to:									
Equity holders of AEGON N.V.		-	(15)	-	44	-	31	88	(65)
Net underlying earnings		26	14	86	52	(50)	73	105	(30)
Commissions and expenses		183	193	(5)	179	2	548	530	3
of which operating expenses		104	109	(5)	102	2	311	292	7
New life sales									
Life single premiums	8	615	711	(14)	859	(28)	2,167	3,048	(29)
Life recurring premiums annualized		113	120	(6)	133	(15)	360	412	(13)
Total recurring plus 1/10 single		175	191	(8)	219	(20)	577	717	(20)
Life		18	15	20	17	6	49	66	(26)
Pensions		157	176	(11)	202	(22)	528	651	(19)
Total recurring plus 1/10 single		175	191	(8)	219	(20)	577	717	(20)
Gross deposits (on and off balance) by line of business									
Variable annuities		10	14	(29)	13	(23)	41	61	(33)
Total gross deposits		10	14	(29)	13	(23)	41	61	(33)
Net deposits (on and off balance) by line of business									
Variable annuities		1	12	(92)	1	-	15	35	(57)
Total net deposits		1	12	(92)	1	-	15	35	(57)

REVENUE-GENERATING INVESTMENTS

	Sept. 30, 2011	June 30, 2011	%
Revenue-generating investments (total)	54,611	58,319	(6)
Investments general account	8,168	7,952	3
Investments for account of policyholders	46,443	50,367	(8)

NEW MARKETS

EUR millions	Notes	Q3 2011	Q2 2011	%	Q3 2010	%	YTD 2011	YTD 2010	%
Underlying earnings before tax									
Central Eastern Europe		15	29	(48)	20	(25)	70	66	6
Asia		(11)	(8)	(38)	(10)	(10)	(30)	(27)	(11)
Spain & France		21	20	5	24	(13)	64	63	2
Variable Annuities Europe		3	-	-	8	(63)	8	7	14
AEGON Asset Management		15	18	(17)	13	15	47	32	47
Underlying earnings before tax		43	59	(27)	55	(22)	159	141	13
Fair value items		(16)	(3)	-	(9)	(78)	(19)	(10)	(90)
Realized gains / (losses) on investments		-	-	-	2	-	2	13	(85)
Impairment charges		(29)	(4)	-	-	-	(35)	(11)	-
Other income / (charges)		(2)	(3)	33	(5)	60	6	(16)	-
Income before tax		(4)	49	-	43	-	113	117	(3)
Income tax		(9)	(10)	10	(13)	31	(45)	(35)	(29)
Net income		(13)	39	-	30	-	68	82	(17)
Net income / (loss) attributable to:									
Equity holders of AEGON N.V.		(13)	38	-	30	-	67	81	(17)
Non-controlling interests		-	1	-	-	-	1	1	-
Net underlying earnings		26	47	(45)	41	(37)	111	103	8
Commissions and expenses		180	175	3	175	3	535	519	3
of which operating expenses		130	132	(2)	134	(3)	403	394	2
New life sales	12								
Life single premiums		82	117	(30)	156	(47)	373	498	(25)
Life recurring premiums annualized		56	58	(3)	44	27	173	150	15
Total recurring plus 1/10 single		64	70	(9)	60	7	210	200	5
Life		59	64	(8)	50	18	185	169	9
Associates		5	6	(17)	10	(50)	25	31	(19)
Total recurring plus 1/10 single		64	70	(9)	60	7	210	200	5
Central Eastern Europe		27	30	(10)	26	4	84	69	22
Asia		7	7	-	9	(22)	25	28	(11)
Spain & France		30	33	(9)	25	20	101	103	(2)
Total recurring plus 1/10 single		64	70	(9)	60	7	210	200	5
New premium production accident and health insurance		2	1	100	1	100	6	9	(33)
New premium production general insurance		6	7	(14)	8	(25)	18	23	(22)
Gross deposits (on and off balance)	12								
Central Eastern Europe		160	167	(4)	242	(34)	509	717	(29)
Asia		9	7	29	8	13	27	43	(37)
Spain & France		8	11	(27)	10	(20)	27	66	(59)
Variable Annuities Europe		122	159	(23)	167	(27)	412	530	(22)
AEGON Asset Management		2,226	898	148	3,734	(40)	4,059	6,185	(34)
Total gross deposits		2,525	1,242	103	4,161	(39)	5,034	7,541	(33)
Net deposits (on and off balance)	12								
Central Eastern Europe		112	(1,972)	-	154	(27)	(1,752)	372	-
Asia		6	4	50	8	(25)	21	42	(50)
Spain & France		1	(43)	-	(11)	-	(53)	18	-
Variable Annuities Europe		33	63	(48)	71	(54)	122	197	(38)
AEGON Asset Management		1,350	(539)	-	3,071	(56)	(1,042)	2,972	-
Total net deposits		1,502	(2,487)	-	3,293	(54)	(2,704)	3,601	-

REVENUE-GENERATING INVESTMENTS

	Sept. 30, 2011	June 30, 2011	%
Revenue-generating investments (total)	44,302	42,154	5
Investments general account	3,354	2,819	19
Investments for account of policyholders	6,129	6,203	(1)
Off balance sheet investments third parties	34,819	33,132	5

VALUE OF NEW BUSINESS AND IRR

EUR millions, after tax	VNB			VNB			VNB		
	Q3 2011	Q2 2011	%	Q3 2010	%	YTD 2011	YTD 2010	%	
Americas	24	51	(53)	40	(40)	138	135	2	
The Netherlands	14	20	(30)	23	(39)	58	102	(43)	
United Kingdom	3	11	(73)	19	(84)	24	56	(57)	
New Markets	16	20	(20)	27	(41)	59	91	(35)	
Total	58	103	(44)	109	(47)	279	385	(28)	

EUR millions, after tax	IRR %		IRR%	
	Q3 2011	Q2 2011	Q3 2010	
Americas	10.6	14.8	12.1	
The Netherlands	18.1	17.3	16.2	
United Kingdom	9.0	10.6	11.4	
New Markets	30.8	36.5	34.1	
Total	19.1	19.5	17.8	

MODELED NEW BUSINESS, APE AND DEPOSITS

EUR millions	Notes	Premium business APE				Premium business APE			
		Q3 2011	Q2 2011	%	Q3 2010	%	YTD 2011	YTD 2010	%
Americas	9	242	231	5	247	(2)	722	701	3
The Netherlands		34	45	(24)	38	(11)	154	189	(19)
United Kingdom		200	227	(12)	254	(21)	665	823	(19)
New Markets		77	88	(13)	80	(4)	260	257	1
Total		554	592	(6)	619	(11)	1,800	1,969	(9)

EUR millions	Notes	Deposit business Deposits				Deposit business Deposits			
		Q3 2011	Q2 2011	%	Q3 2010	%	YTD 2011	YTD 2010	%
Americas	9	6,566	4,223	55	4,131	59	15,425	12,381	25
United Kingdom		11	17	(35)	16	(31)	47	67	(30)
New Markets		188	258	(27)	231	(19)	662	841	(21)
Total		6,765	4,498	50	4,378	55	16,133	13,290	21

VNB/PVNB SUMMARY

EUR millions	Notes	Premium business				Premium business			
		VNB	PVNB	VNB / PVNB	VNB / APE	VNB	PVNB	VNB / PVNB	VNB / APE
		Q3 2011		%	%	YTD 2011		%	%
Americas	10	22	725	3.0	9.1	71	2,293	3.1	9.8
The Netherlands		14	266	5.4	42.0	58	1,273	4.6	37.7
United Kingdom		3	1,179	0.3	1.6	23	3,996	0.6	3.5
New Markets		17	545	3.1	22.1	60	1,881	3.2	22.9
Total		57	2,714	2.1	10.3	212	9,442	2.2	11.8

EUR millions	Notes	Deposit business				Deposit business			
		VNB	PVNB	VNB / PVNB	VNB / Deposits	VNB	PVNB	VNB / PVNB	VNB / Deposits
		Q3 2011		%	%	YTD 2011		%	%
Americas	10	2	8,180	0.0	0.0	67	19,897	0.3	0.4
United Kingdom		0	11	0.4	0.4	0	47	0.5	0.5
New Markets		(1)	280	(0.3)	(0.4)	(0)	909	0.0	0.0
Total		1	8,472	0.0	0.0	67	20,853	0.3	0.4

Notes:

1) For segment reporting purposes underlying earnings before tax, net underlying earnings, commissions and expenses, operating expenses, income tax including associated companies, income before tax including associated companies and value of new business (VNB) are calculated by consolidating on a proportionate basis the revenues and expenses of certain of our associated companies in Spain, India, Brazil and Mexico. We believe that our non-IFRS measures provide meaningful information about the underlying operating results of our business including insight into the financial measures that our senior management uses in managing our business. Among other things our senior management is compensated based in part on AEGON's results against targets using the non-IFRS measures presented here. While other insurers in our peer group present substantially similar non-IFRS measures, the non-IFRS measures presented in this document may nevertheless differ from the non-IFRS measures presented by other insurers. There is no standardized meaning to these measures under IFRS or any other recognized set of accounting standards and readers are cautioned to consider carefully the different ways in which we and our peers present similar information before comparing them.

AEGON believes the non-IFRS measures shown herein, when read together with our reported IFRS financial statements, provide meaningful supplemental information for the investing public to evaluate AEGON's business after eliminating the impact of current IFRS accounting policies for financial instruments and insurance contracts, which embed a number of accounting policy alternatives that companies may select in presenting their results (i.e. companies can use different local GAAPs) and that can make the comparability from period to period difficult. For a definition of underlying earnings and the reconciliation from underlying earnings before tax to income before tax we refer to Note 3 "Segment information" of our Condensed consolidated interim financial statements.

2) Net income refers to net income attributable to equity holders of AEGON N.V. and minority interest.

3) Sales is defined as new recurring premiums plus 1/10 of single premiums plus 1/10 of gross deposits plus new premium production accident and health plus new premium production general insurance.

4) The present value of future distributable earnings on the block of business sold in the reporting period. Value of new business is calculated using beginning of year economic assumptions and assumptions outside of management control, and beginning of quarter operating assumptions.

5) Return on equity is calculated by dividing the net underlying earnings after cost of leverage by the average shareholders' equity excluding the preferred shares and the revaluation reserve.

6) Capital securities that are denominated in foreign currencies are, for purposes of calculating the capital base ratio, revalued to the period-end exchange rate. All ratios exclude AEGON's revaluation reserve.

7) Included in other income/(charges) are charges made to policyholders with respect to income tax in the United Kingdom.

8) Includes production on investment contracts without a discretionary participation feature of which the proceeds are not recognized as revenues but are directly added to our investment contract liabilities.

9) APE = recurring premium + 1/10 single premium.

10) PVNBP: Present Value New Business Premium.

11) Reconciliation of operating expenses, used for segment reporting, to our IFRS based operating expenses.

	Q3 2011	YTD 2011
Employee expenses	513	1,567
Administrative expenses	363	960
Operating expenses for IFRS reporting	876	2,527
Operating expenses related to associates	10	43
Operating expenses in earnings release	886	2,570

12) New life sales, gross deposits and net deposits data include results of our associated companies in Spain, India, Brazil and Mexico which are consolidated on a proportionate basis.

13) Operational free cash flow reflect the sum of the return on free surplus, earnings on in-force business, release of required surplus on in-force business reduced by new business first year strain and required surplus on new business. Refer to our Embedded Value 2010 report for further details.

a) The calculation of the IGD (Insurance Group Directive) capital surplus and ratio are based on Solvency I capital requirements on IFRS for entities within the EU (Pillar 1 for AEGON UK), and local regulatory solvency measurements for non-EU entities. Specifically, required capital for the life insurance companies in the US is calculated as two times the upper end of the Company Action Level range (200%) as applied by the National Association of Insurance Commissioners in the US. The calculation of the IGD ratio excludes the available and required capital of the UK With-Profit funds. In the UK solvency surplus calculation the local regulator only allows the available capital number of the With-Profit funds included in overall local available capital to be equal to the amount of With-Profit funds' required capital.

b) The results in this release are unaudited.

c) The comparative 2010 earnings and sales information has been revised to reflect the transfer of the Life Reinsurance and BOLI/COLI businesses to the Run-off businesses line to make the information consistent with the current period figures.

Currencies

Income statement items: average rate 1 EUR = USD 1.4056 (2010: USD 1.3154).

Income statement items: average rate 1 EUR = GBP 0.8702 (2010: GBP 0.8572).

Balance sheet items: closing rate 1 EUR = USD 1.3417 (2010: USD 1.3648; year-end 2010: USD 1.3362).

Balance sheet items: closing rate 1 EUR = GBP 0.8613 (2010: GBP 0.8599; year-end 2010: GBP 0.8608).