United Kingdom & Ireland

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CEO

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CFO

Today's storyline

Achievements since 2010

- Delivered an award winning unique multi-channel platform
- Successful implementation of significant regulatory changes
- Reduced operating costs by ~35%

Priorities going forward

- Simplify our business
- Maintain competitive cost base
- Continue to grow, upgrade customers to the platform and consolidate assets

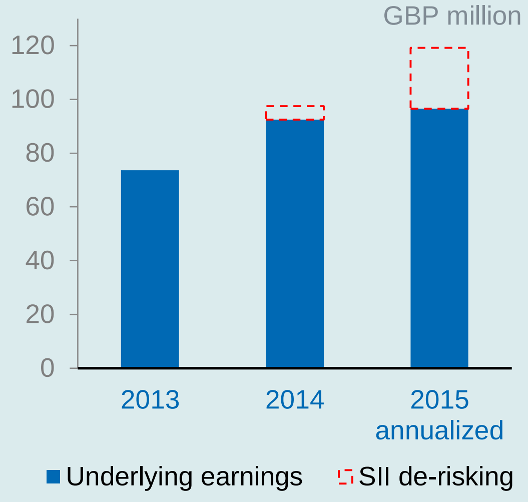
Financial targets

- Resume dividend payments in 2017
- RoC of 10% post completion of upgrading (planned for 2019)

Achievements on previous targets

Delivering significantly improved results

Underlying earnings



- Underlying earnings grew despite impacts of de-risking for SII
- 2016/2017 earnings to be impacted by regulatory change and Upgrade

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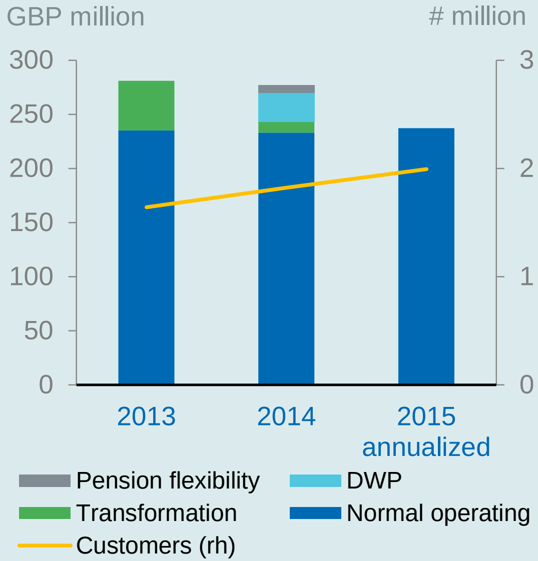
- Consistent earnings growth

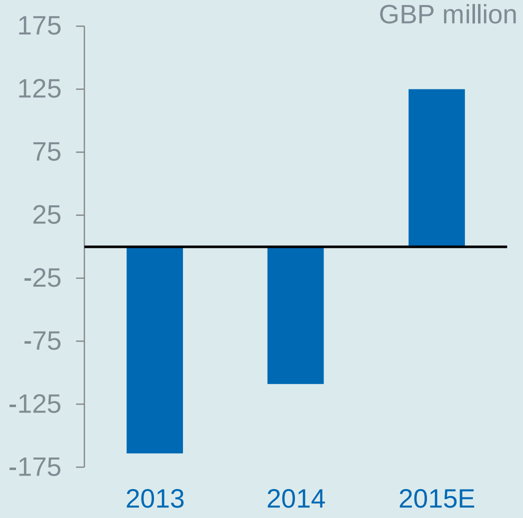
Operating expenses



- Stable costs despite ~20% growth in pension customers since 2013
- Continue to maintain a competitive cost base

- ~35% cost savings since 2010

Operational free cash flow*



* Solvency 1

- Auto-enrolment & Reduction in commission (RDR)
- Move to IRR discount rate has removed market volatility

- Generated OFCF of ~ GBP 125 million

Good progress in 2015 against a challenging regulatory landscape

2015 Target	Delivery	Key drivers
Reduce operating expenses by 25%	✓	• Operating cost reductions achieved by end 2011, with cost base reduced a further 5% to ~35% despite growing customer numbers
Revised OFCF target of GBP 150 million	~	• Solvency I volatility removed and on track to generate ~GBP 125 million OFCF in 2015
Return on capital 8.0%	✗	• Capital injections required in 2011 and 2013 to stabilize our Solvency I capital position, primarily in relation to the annuity book and regulatory changes
More than double fee-based earnings	~	• Fee-based earnings increased by 44% from end of 2011, impacted by regulatory change reducing fee income

Committed to executing on the strategic growth plan

- We will **split our company** into a ‘digital future’ & a ‘legacy past’
- We will **grow our capital-light**, fee-based platform business providing customer solutions ‘to & through’ retirement via multiple distribution channels
- We will **upgrade** customers from our heritage systems to our digital platform business
- We will **simplify** our business and address our historic **DAC position**
- We will consider **options for our residual** unit linked/with profits business
- We will continue to provide **guaranteed** solutions and protection while enhancing our **investment propositions** for our customers

Creating a digital business which delivers customer-centric solutions

Priorities going forward

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Executing on strategy

Loyal Customers

- Digital engagement to drive asset consolidation and growth
- Capturing more of the value chain and fulfill customer promise
- Further expand workplace capabilities

Operational Excellence

- Maintain stable cost base
- Simplify the business by splitting into Digital Solutions & Legacy
- Continue upgrading clients to the platform

Optimized Portfolio

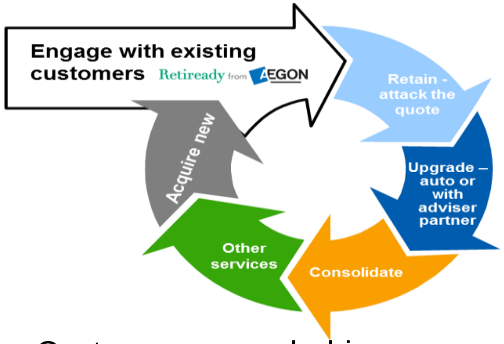
- Explore options for the annuity book
- Consider options for the residual unit linked/with profits business
- Continue to provide guaranteed solutions

Empowered Employees

- Continue to attract and retain talent
- Focus on learning & development via talent review, management drives and education programs

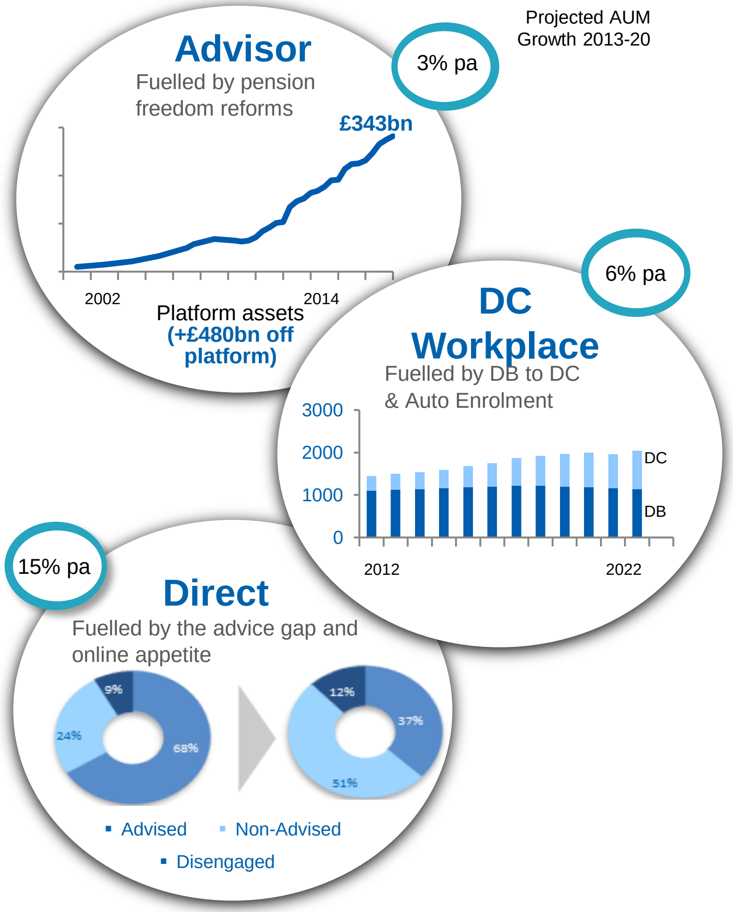
Strong growth potential in the UK

Driving customers to lower cost digital platform & Retiready…



- Customer research drives core customer promise **(Simple, Rewarding & Reassuring)**
- **Customer-centric** engagement strategy gets closer to customers
- Move to platform enables consolidation of assets , delivery of additional services & better customer outcomes **(flexibility)**
- Right for customers, advisors & Aegon

…in one of the biggest markets in the world…



…has created the need to rethink traditional business models

Key value drivers

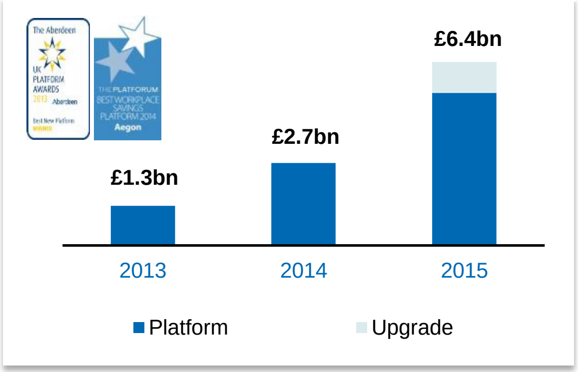
Delivered through customer value management

- Long lasting relationships
- Asset consolidation & growth
- Retention into retirement
- New flows
- Provision of broader services
- Fair-value pricing
- Investment proposition

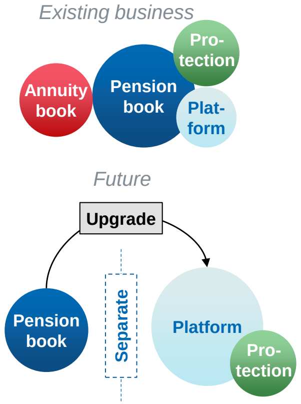
Leading the UK market in transforming the customer journey

Multi-channel, 'to & thru' proposition on a single digital platform…

…which is delivering significant momentum…



…creating a low cost platform with sustainable income streams



Multi-channel proposition with

- Competitive advantage through simplicity and convenience
- Retail wealth strategic relationships
- Workplace superior member outcomes for employees, employers and leavers
- Engaging tools providing a simple, rewarding & reassuring solution

Platform supporting

- Flexibility for customers & advisors with efficient servicing
- Digital engagement
- Lower marginal costs
- Customer retention
- Scalable tools to offer other services

Growing for the future

- Focusing on platform business
- Accelerate & extend upgrades
- Continue growing the platform
- A complete digital proposition
- Customer proposition for existing customers
- Extend services along the value chain
- Low cost solutions

Clear competitive space to be the retirement expert…

243,000
Aegon platform customers in 2015

£3.7bn
of assets added to the Aegon platform in 2015

…with the UK’s fastest growing platform in £ and %

Simplifying our business

Simplified financial reporting (DAC)

Upgrade Plan

Retiready
from AEGON

- Engaging customer-centric, digital service
- Improved communications with customers
- Simpler and more transparent proposition Mobile accessible

- Plan to upgrade ~GBP 21 billion of assets by 2019
- Enables greater control of retirement planning
- Customers expected to be better off
- Customers have option to opt out

Change in DAC policy

- Change the DAC recoverability test to reflect managing the UK as two separate businesses – Digital Solutions and Existing Business
- Recognizing the upgrade plan

UK implications

- Digital Solutions will be on an income and expense model with limited historical and new DAC created. This will improve results by ~GBP 50 million post upgrade
- DAC of ~GBP 1 billion before tax will be written off as part of this accounting change

Creating a long term sustainable profitable Digital Solutions business

Exploring options for the annuity book

~250,000 customers

~GBP 9 billion
of reserves
(net of reinsurance)

- New vesting annuities from our existing customer book has reduced following pensions flexibility
- Future new business primarily arises from guarantees offered by the with-profit sub fund

GBP 170 million p.a.
new business from internally vesting annuities

~GBP 1 billion
of capital supporting our annuity book

- Aegon UK stopped actively writing open market option business at the start of 2010
- Credit and longevity risk for annuities makes it capital intensive

Cash and capital deployment

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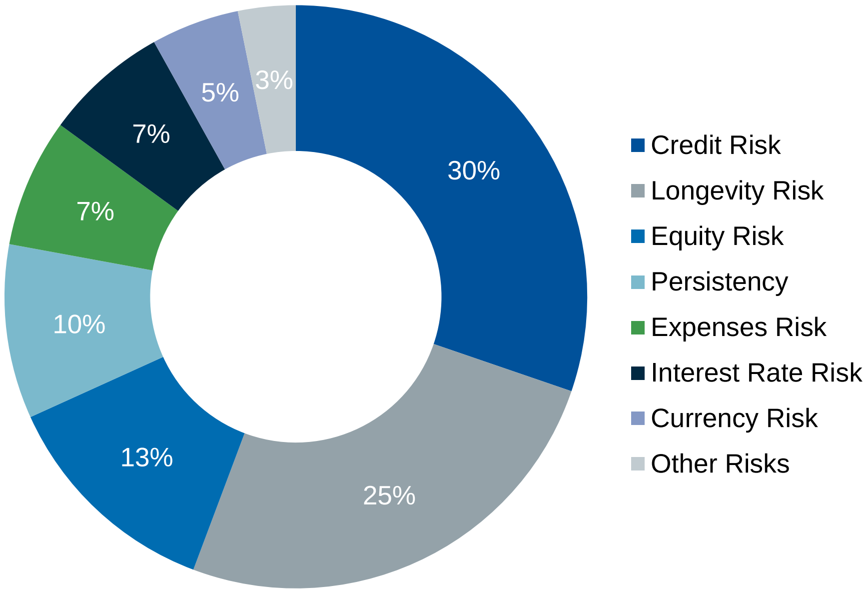
Solid Solvency II capital position

- Year-end 2015 ratio estimated to be ~140% based on the approved partial internal model
- Remaining uncertainty is the extent of the loss-absorbing capacity of taxes. Potential impact on Solvency II ratio is approximately minus 3 to plus 5 percentage points
- Aegon is undertaking initiatives to improve the Solvency II ratio
- The key risks before diversification are Credit Risk and Longevity Risk which are driven by the Annuity Book
- The next largest risks are Equity Risk and Persistency Risk which are driven by the Pension and Platform Books

Solvency II SCR by risk type
(in %)



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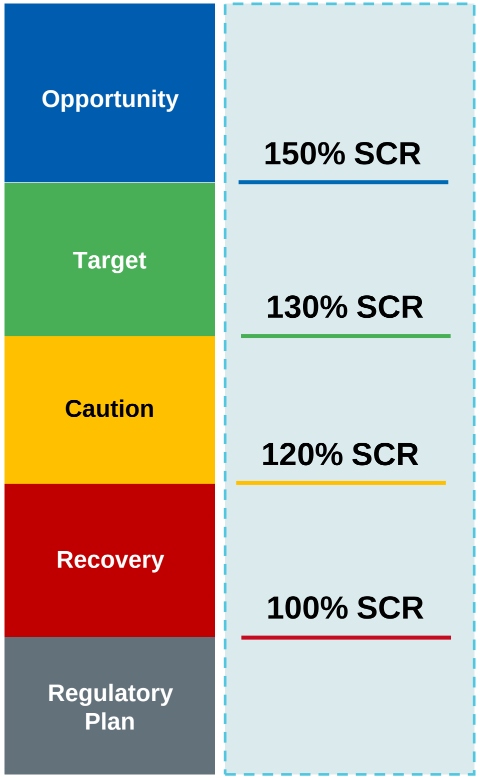
Remittances to the group to be resumed in 2017

- Aegon UK's Solvency II ratio is estimated to be ~140% at year-end 2015
- The target capitalization range under Solvency II is 130% - 150%
- Aegon UK to resume remittances in 2017



Capital management zones

Assessment of accelerated growth and/or additional shareholder distribution

Capital deployment and dividends according to capital plan

Capital plan and risk position re-assessed

Capital plan and risk position re-assessed
Remittances reduced or suspended

Suspension of dividends
Regulatory plan required

Solvency II sensitivities are relatively limited

Key drivers

- Digital Solutions and existing business income is exposed to equity markets
- Annuities and pension scheme are exposed to longevity improvements
- The pension scheme, the longevity SCR and the SII risk margin are exposed to interest rate decreases
- Credit spread increases reduce the deficit in the pension scheme
- OFCF impacts for interest rates driven by changes in release of risk margin and SCR

Solvency II sensitivities

(in percentage points)

	Scenario	Impact	∆ SII OFCF (GBP million per year)
Capital markets			
Equity markets	+20%	+4%	10
Equity markets	-20%	-5%	-10
Interest rates	+100 bps	+15%	-10
Interest rates	-100 bps	-17%	+15
Credit spreads	+100 bps	+8%	-10
Underwriting			
Longevity shock	+10%	-12%	-3

Drivers for OFCF movements

Main categories affecting Solvency II operational free cash flows

- We continue to grow our platform to scale which is targeted in 2017
- As we focus on building our digital business and consider our options for our residual unit-linked business, the expense assumptions may create some volatility year on year
- Our annuity earnings are driven by the release of capital and risk margin

OFCF contribution from own funds or SCR	Own Funds	SCR
New business	+	-
Inforce		
Release of risk margin and SCR	+	+
Risk adjusted spread on assets versus liabilities	+	
Transitional unwind	-	
Return on own funds	+	

Annual Solvency II OFCF ex market impacts and one-time items of ~GBP 80 million

Delivering on UK platform promise as #1 retirement specialist

Management actions

Operational excellence

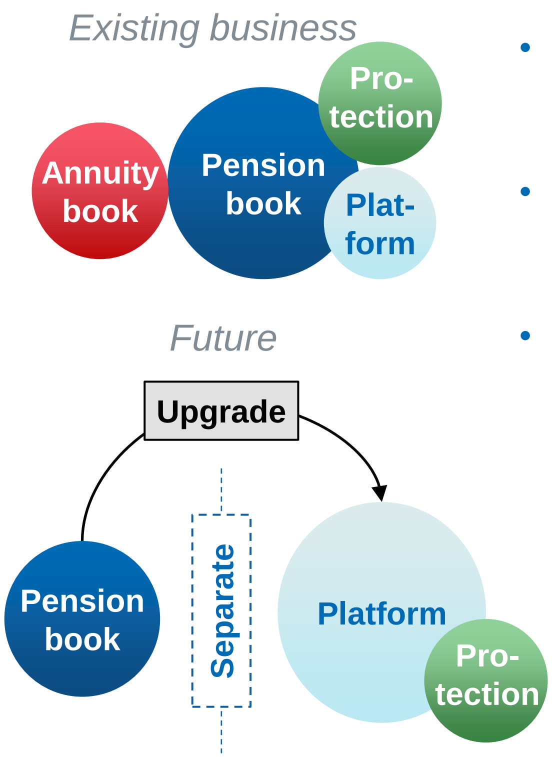
- Maintain cost base at competitive level
- Continue upgrading clients to platform

Loyal customers

- Digital engagement to drive asset consolidation and growth
- Further expand workplace capabilities

Optimized portfolio

- Simplify our business
- Optimize our existing business value
- Continue to grow platform



Delivering results

- Generate annual cash flows of ~GBP 100 million
- Resume dividend payments in 2017
- Platform assets of ~GBP 30 billion by 2018

Appendix

Regulatory change has been approached as an opportunity

Unprecedented Regulatory change

2009
Solvency II & Retail distribution review

2011
DWP introduce auto enrolment

2012
Retail distribution review live

2013
DWP introduce charge caps

2015
Pensions Flexibilities Live

2015
Established Independent governance committee

2016
Solvency II Live

Roll-out of strategy
- Creating a sustainable growth engine over the long term

Positioning for growth
- Leverage existing customers to create a strong core of earnings on platform
- Deliver low cost solutions

Sustain profitable growth
- Accelerating the fast growing digital platform
- Confirming our competitive positioning
- Generate OFCF with resultant dividends

Aegon Management Action

2010
Legacy Program

2011
Cost base reduced by 25% Sale of non-core businesses

2011
At Retirement
Platform launch for Retail Wealth advisers

2012
Workplace
Platform launch for Workplace

2014
Launch of Retiready Direct

2015
Platform launch of Retirement Income

2015
Solvency II internal model approval received

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Capturing more of the value chain to fulfill customer promise

Asset management

- Work with Kames to manufacture ‘own label’ fund components for all propositions

Protection and guarantees

- Deliver and grow best of breed solutions with global partners through digital platform

Product administration and platforms

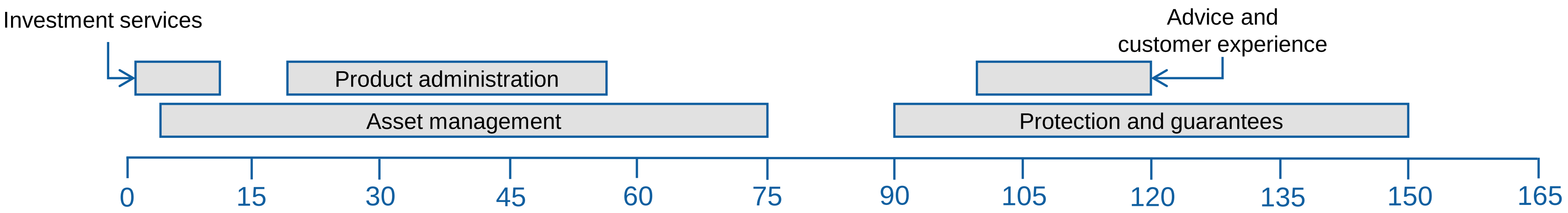
- Complete digitisation, upgrade customers and consolidate assets on the platform

Advice and customer experience

- Leverage leading position on Retiready to engage customers via digital with telephone support

Valuation chain remains fragmented despite industry attempts to consolidate and align

(bps)



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Disclaimer

Cautionary note regarding non-IFRS measures

This document includes the following non-IFRS financial measures: underlying earnings before tax, income tax and income before tax. These non-IFRS measures are calculated by consolidating on a proportionate basis Aegon's joint ventures and associated companies. The reconciliation of these measures to the most comparable IFRS measure is provided in note 3 'Segment information' of Aegon's Condensed Consolidated Interim Financial Statements. Aegon believes that these non-IFRS measures, together with the IFRS information, provide meaningful information about the underlying operating results of Aegon's business including insight into the financial measures that senior management uses in managing the business.

Currency exchange rates

This document contains certain information about Aegon's results , financial condition and revenue generating investments presented in USD for the Americas and GBP for the United Kingdom, because those businesses operate and are managed primarily in those currencies. None of this information is a substitute for or superior to financial information about Aegon presented in EUR, which is the currency of Aegon's primary financial statements.

Forward-looking statements

The statements contained in this document 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 Aegon. These statements are not guarantees of future performance and involve risks, uncertainties and assumptions that are difficult to predict. Aegon undertakes 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:

- Changes in general economic conditions, particularly in the United States, the Netherlands and the United Kingdom;
- Changes in the performance of financial markets, including emerging markets, such as with regard to:
  - The frequency and severity of defaults by issuers in Aegon's fixed income investment portfolios;
  - 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 Aegon holds; and
  - The effects of declining creditworthiness of certain private sector securities and the resulting decline in the value of sovereign exposure that Aegon holds;
- Changes in the performance of Aegon's investment portfolio and decline in ratings of Aegon's counterparties;
- Consequences of a potential (partial) break-up of the euro or the potential exit of the United Kingdom from the European Union;
- The frequency and severity of insured loss events;
- Changes affecting longevity, mortality, morbidity, persistence and other factors that may impact the profitability of Aegon's insurance products;
- Reinsurers to whom Aegon has ceded significant underwriting risks may fail to meet their obligations;
- Changes affecting interest rate levels and continuing low or rapidly changing interest rate levels;
- Changes affecting currency exchange rates, in particular the EUR/USD and EUR/GBP exchange rates;
- Changes in the availability of, and costs associated with, liquidity sources such as bank and capital markets funding, as well as conditions in the credit markets in general such as changes in borrower and counterparty creditworthiness;
- Increasing levels of competition in the United States, the Netherlands, the United Kingdom and emerging markets;
- Changes in laws and regulations, particularly those affecting Aegon's operations' ability to hire and retain key personnel, the products Aegon sells, and the attractiveness of certain products to its consumers;
- Regulatory changes relating to the pensions, investment, and insurance industries in the jurisdictions in which Aegon operates;
- Standard setting initiatives of supranational standard setting bodies such as the Financial Stability Board and the International Association of Insurance Supervisors or changes to such standards that may have an impact on regional (such as EU), national or US federal or state level financial regulation or the application thereof to Aegon, including the designation of Aegon by the Financial Stability Board as a Global Systemically Important Insurer (G-SII).
- Changes in customer behavior and public opinion in general related to, among other things, the type of products also Aegon sells, including legal, regulatory or commercial necessity to meet changing customer expectations;
- Acts of God, acts of terrorism, acts of war and pandemics;
- Changes in the policies of central banks and/or governments;
- Lowering of one or more of Aegon's debt ratings issued by recognized rating organizations and the adverse impact such action may have on Aegon's ability to raise capital and on its liquidity and financial condition;
- Lowering of one or more of insurer financial strength ratings of Aegon's insurance subsidiaries and the adverse impact such action may have on the premium writings, policy retention, profitability and liquidity of its insurance subsidiaries;
- The effect of the European Union's Solvency II requirements and other regulations in other jurisdictions affecting the capital Aegon is required to maintain;
- Litigation or regulatory action that could require Aegon to pay significant damages or change the way Aegon does business;
- As Aegon's operations support complex transactions and are highly dependent on the proper functioning of information technology, a computer system failure or security breach may disrupt Aegon's business, damage its reputation and adversely affect its results of operations, financial condition and cash flows;
- Customer responsiveness to both new products and distribution channels;
- Competitive, legal, regulatory, or tax changes that affect profitability, the distribution cost of or demand for Aegon's products;
- Changes in accounting regulations and policies or a change by Aegon in applying such regulations and policies, voluntarily or otherwise, which may affect Aegon's reported results and shareholders' equity;
- The impact of acquisitions and divestitures, restructurings, product withdrawals and other unusual items, including Aegon's ability to integrate acquisitions and to obtain the anticipated results and synergies from acquisitions;
- Catastrophic events, either manmade or by nature, could result in material losses and significantly interrupt Aegon's business; and
- Aegon's failure to achieve anticipated levels of earnings or operational efficiencies as well as other cost saving and excess capital and leverage ratio management initiatives.

Further details of potential risks and uncertainties affecting Aegon are described in its filings with the Netherlands Authority for the Financial Markets and the US Securities and Exchange Commission, including the Annual Report. These forward-looking statements speak only as of the date of this document. Except as required by any applicable law or regulation, Aegon 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 Aegon's expectations with regard thereto or any change in events, conditions or circumstances on which any such statement is based.