



AEGON The Netherlands

Marco Keim

Member of the Management Board and CEO AEGON The Netherlands

Edgar Koning

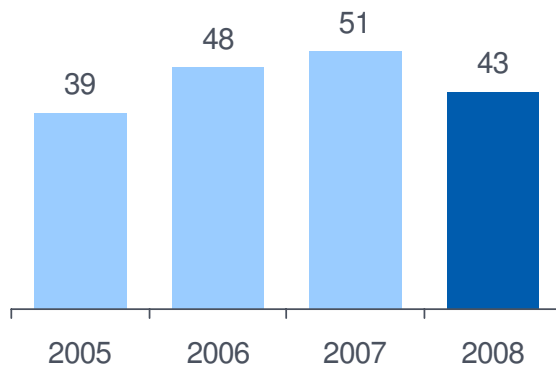
CFO AEGON The Netherlands

Analyst and Investor Conference, London, 9 -10 June 2009

- Increase market share in the SME pension market
- Expand direct distribution
- Change culture:
 - better focus
 - clear accountability
 - service excellence
- Reduce operational expenses
- Successful risk reduction

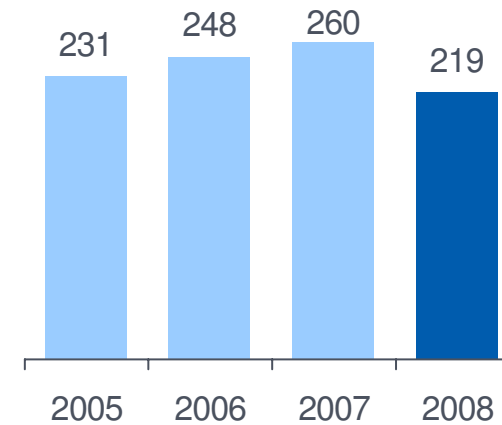
Value of new business

(EUR million)



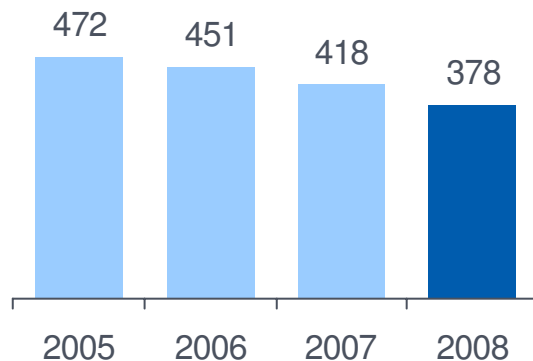
Sales (APE)

(EUR million)



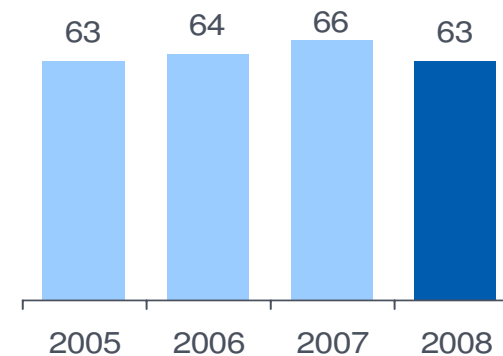
Underlying earnings before tax

(EUR million)



Revenue generating investments

(EUR billion)



Dutch pensions market

- Mature
- High capital requirements
- Institutional:
 - Complex products, high costs (low margin)
 - Introduction of more fee generating business (higher margin)
- SME:
 - Competitive market
 - Limited amount of brokers servicing this market
 - More standardization of products
 - Increasing demand for guarantees in DC products

Impact of crisis

- Increased risk awareness
- Institutional: higher growth due to liquidation or reinsurance of pension funds
- SME: less funds available but pricing improving; long term need for pension increases

Dutch individual life market

- Growth in de-accumulation market
- Asset accumulation is declining in traditional life
- Shift to hybrid products
 - Insurance company has competitive advantage with administration of products
 - Insurance company better equipped to offer guarantees
 - Insurance company longer term ALM view and experience

Impact of crisis

- Accelerated transition to banking products for assets accumulation
- Growth in Savings and Retail asset management due to an increasing awareness of the need for saving for later
- Mortgages market share doubled to 5.2%¹

1) Market share Q1 2009

Dutch non-life market

- P&C market is mature
- Strategic for life distribution
- Good returns
- Supports SME

Impact of crisis

- P&C still very competitive
- Good returns A&H remain

Dutch distribution market

- Consolidation expected
- Retail market more multi-distribution
- “Best advice” beneficial for insurers competing on service & products

Impact of crisis

- Consolidation is taking place
- More focus:
 - Sold residential real estate brokerage activities
 - Reorganization started

Profitability

Distribution

Organization and cultural change

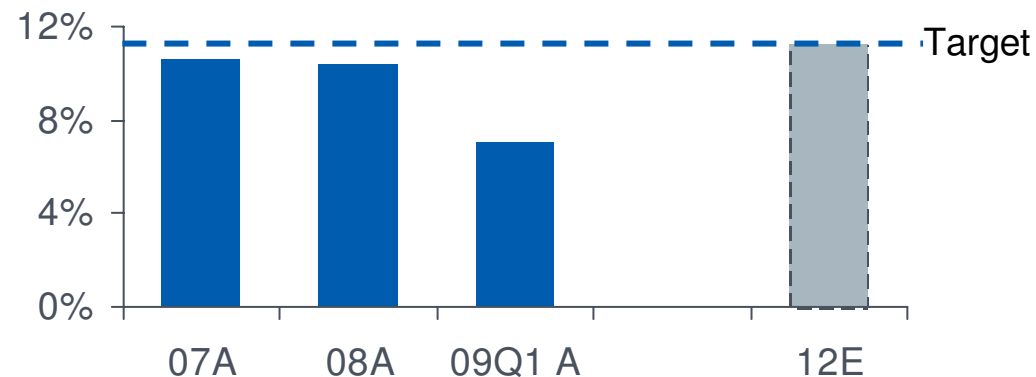
Profitability

- Increase fee business
- Product innovation (less capital intensive)
- Increase prices (selective)
- Enter profitable market segments, e.g. SME
- Lower expenses
- Optimize capital allocation / ALM

Actions taken

- Focus on and detailed plans for fee business
- Prices for guarantees
- Dedicated SME organization
- Full focus on cost reduction program
- Risk reduction

Development in ROC:



Distribution

Actions taken

- Retail:
Multi-channel provider

- Detailed plans developed to transform AEGON Bank into a multi-channel provider
- First P&C products in Direct Writer product offering

- SME:
Increase pensions market share from 12% to 20% by 2012

- Changed organization to optimally target top 200 intermediaries in SME market
- Dedicated SME organization
- Growing production in SME segment

- Institutional:
Direct professional teams

- Product development to adapt to and benefit from current market circumstances

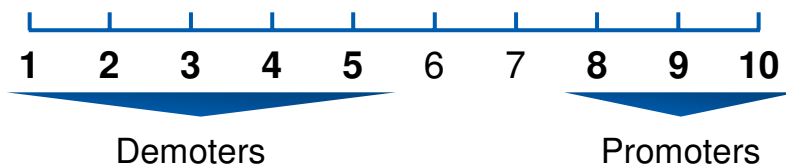
Organizational and cultural change

- Focus
 - Less projects, clear priorities
- Execution
 - Accountability
- Customer loyalty & Retention
 - Top Service, differentiation factor
- Lean Six Sigma (LSS) as part of daily operations / management
 - Customer thinking central
 - Process redesign

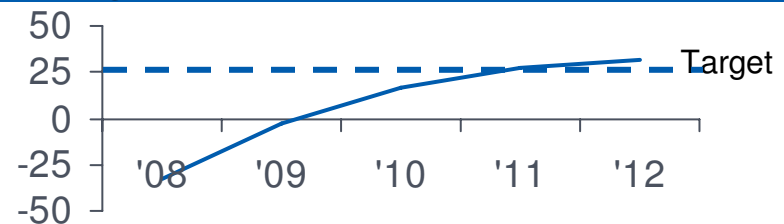
Actions taken

- Aligned objectives throughout organization
- Reduction in number of projects
- Start of virtual business lines with clear and aligned action plans
- Intensified accountability
- Introduction of AEGON Fan Score
- Introduction of customer loyalty program
- Dedicated director for LSS appointed
- Targets for LSS projects

Calculation of AEGON Fan Score¹



Targeted AEGON Fan Scores



Targets for cost savings

- Decrease operating expenses to 2007 level

Actions taken

- Reductions of contract services
- Process re-engineering (Lean Six Sigma)
- Lean IT program
- Central procurement
- General cost savings

2003 - 2007

- Sale of equities
- Sale of commercial real estate
- Hedging of linear risk (duration mismatch)
- Hedging of non linear risk (guarantees)
- Market consistent valuation of guarantees

2008 - 2009

- Sale of hedge funds investments
- Hedging of currency exposure
- Focus on improving hedge effectiveness
- Expanding investments in credits

- Increase market share in the SME pension market
- Expand direct distribution
- Change culture:
 - better focus
 - clear accountability
 - service excellence
- Reduce operational expenses
- Successful risk reduction



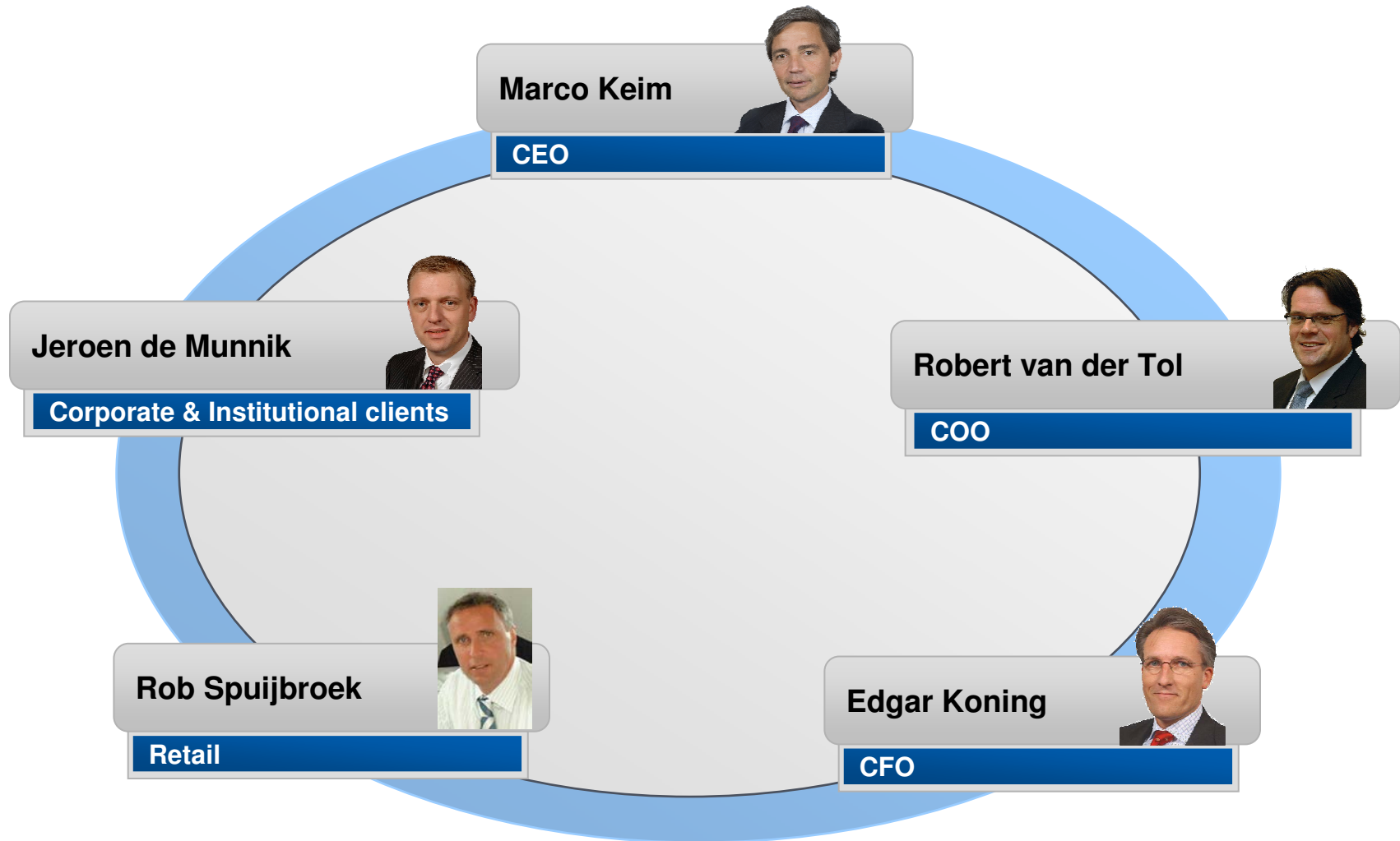
Q&A

For questions please contact Investor Relations
+31 70 344 8305
ir@aegon.com



Appendix

Management team complete



Cautionary note regarding forward-looking statements



Cautionary note regarding forward-looking statements

The statements contained in this presentation 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: believe, estimate, target, intend, may, expect, anticipate, predict, project, counting on, plan, continue, want, forecast, 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:

- 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 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;
- The frequency and severity of insured loss events;
- Changes affecting mortality, morbidity and other factors that may impact the profitability of our insurance products;
- 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;
- Increasing levels of competition in the United States, the Netherlands, the United Kingdom and emerging markets;
- Changes in laws and regulations, particularly those affecting our operations, the products we sell, and the attractiveness of certain products to our consumers;
- Regulatory changes relating to the insurance industry in the jurisdictions in which we operate;
- Acts of God, acts of terrorism, acts of war and pandemics;
- Changes in the policies of central banks and/or governments;
- Litigation or regulatory action that could require us to pay significant damages or change the way we do business;
- Customer responsiveness to both new products and distribution channels;
- Competitive, legal, regulatory, or tax changes that affect the distribution cost of or demand for our products;
- Our failure to achieve anticipated levels of earnings or operational efficiencies as well as other cost saving initiatives; and
- 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.

Cautionary note regarding Regulation G (non-GAAP measure)

This presentation includes certain non-GAAP financial measures: net operating earnings, operating earnings before tax, (net) underlying earnings, value of new business and embedded value. Value of new business and embedded value are not based on IFRS, which are used to prepare and report AEGON's financial statements and should not be viewed as a substitute for IFRS financial measures. AEGON believes the non-GAAP measures shown herein, together with GAAP information, provides a meaningful measure for the investment community to evaluate AEGON's business relative to the businesses of our peers.

