



AEGON Central & Eastern Europe

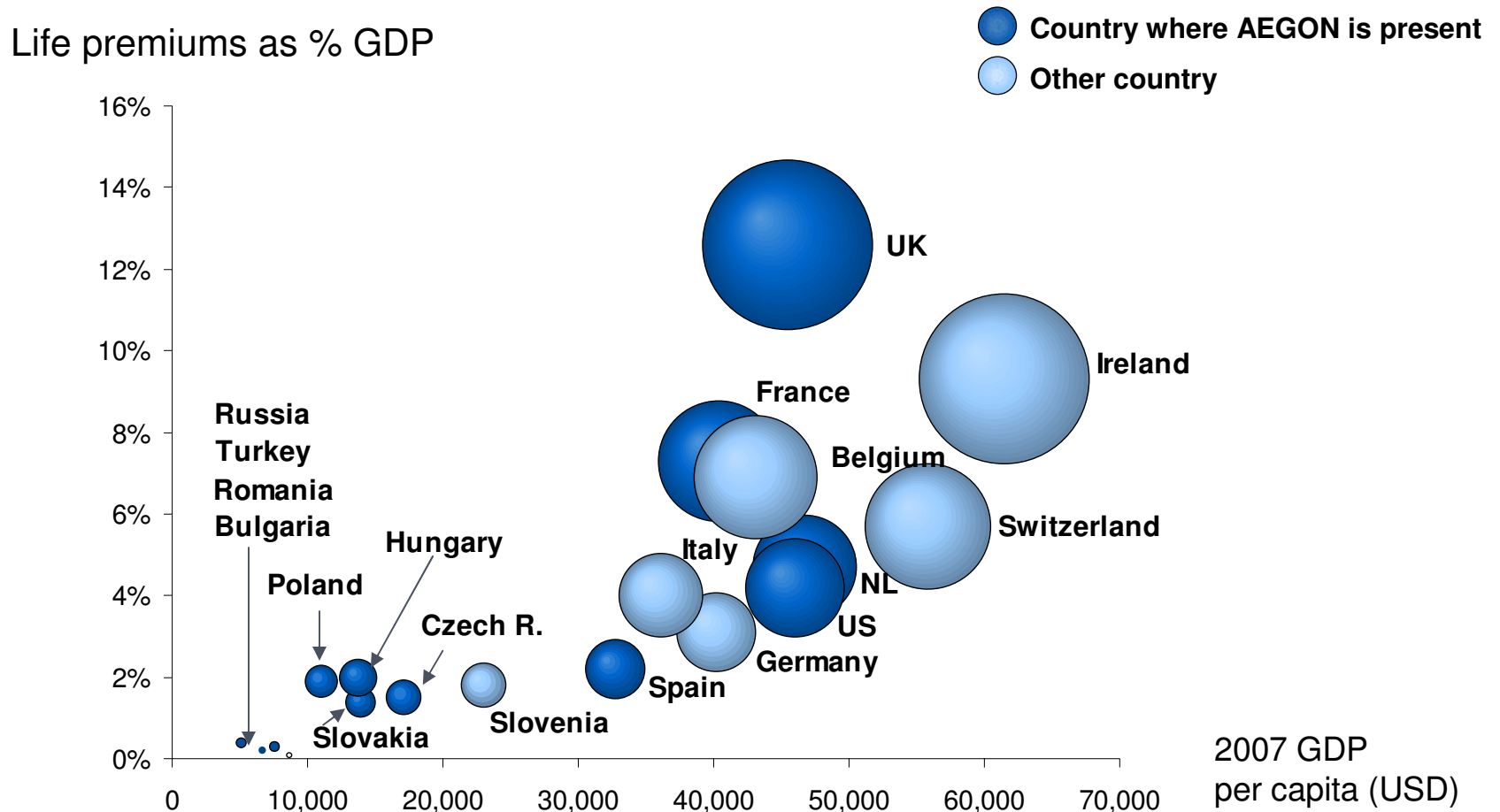
Gábor Kepecs

Member of the Management Board, CEO AEGON CEE

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

- Clear and ambitious strategy to strongly grow our leadership positions in the region
- Develop strong tied network and strengthen broker relationships
- Capture more synergies at regional level
- Focus on existing markets
- The region will continue to offer attractive long term opportunities
 - AEGON is well positioned to take advantage of them

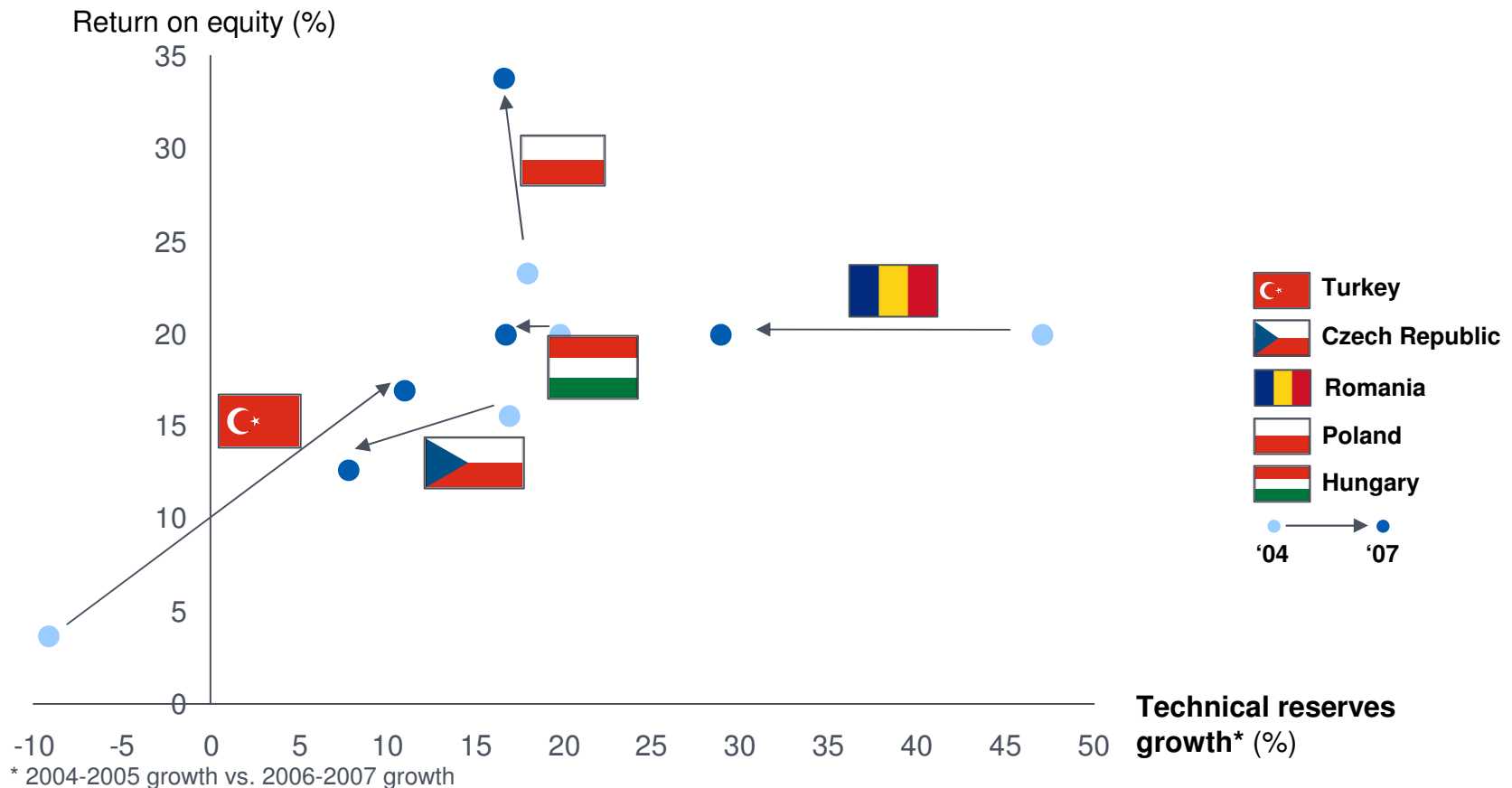
Life insurance penetration - Size of bubble shows 2007 insurance density (life insurance premiums per capita)



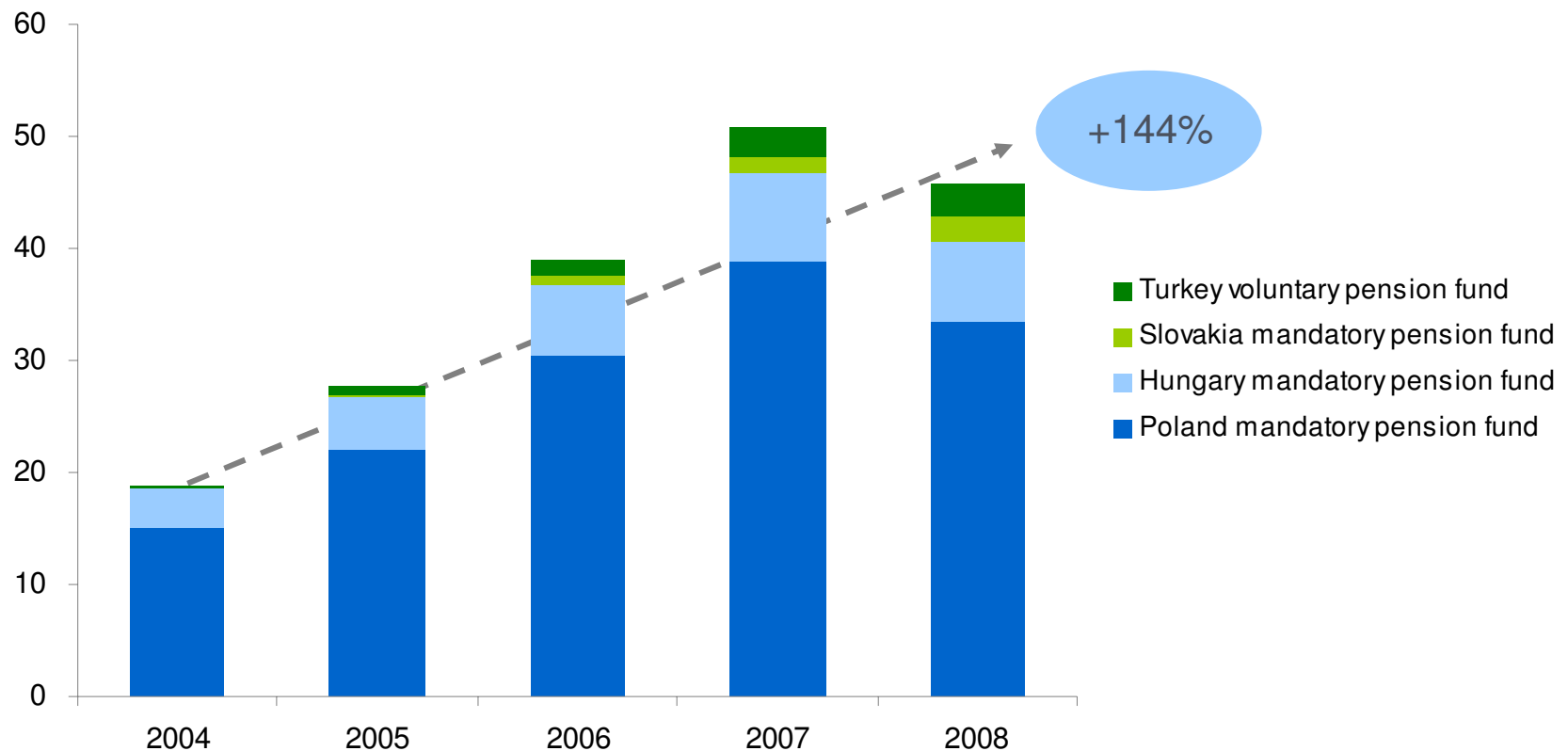
Source: Sigma

- Growing Polish profitability mainly due to increasing risk component of life
- Positive Turkish growth following political environment developments

Return on equity versus technical reserves growth



Pension fund market assets under management (EUR billion)



Ambition

- Achieve market leadership (top 5) in all our markets
- Increase market share in life and pension
- Expand into mortgages throughout the region
- Maintain our market share in general insurance in Hungary
- Benefit from regulatory changes such as health reforms
- Exploit strong asset management performance in CEE

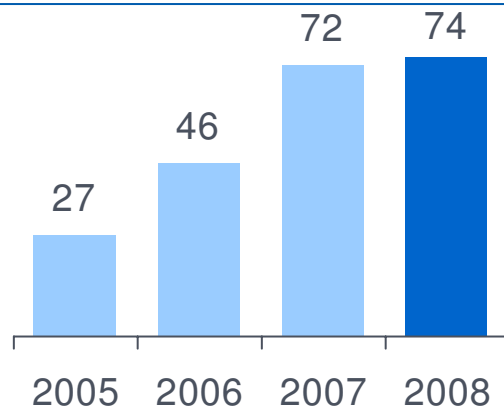
Progress

- Step by step improving position in every country
- Acquisitions in pensions
- Growing sales life / pension
- Postponing mortgages in Poland and Slovakia
- Strong new sales in home-insurance in 2008 in Hungary
- No reforms
- Mixed performance in volatile markets

Continued focus on profitability

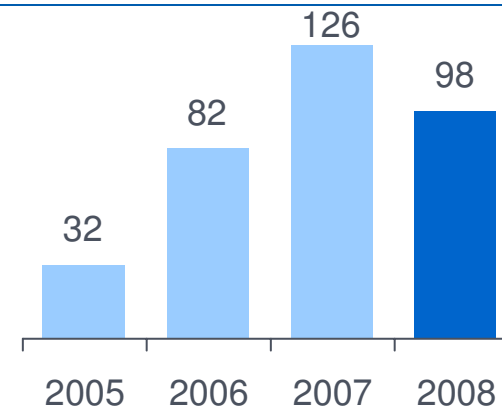
Value of new business

(in EUR million)



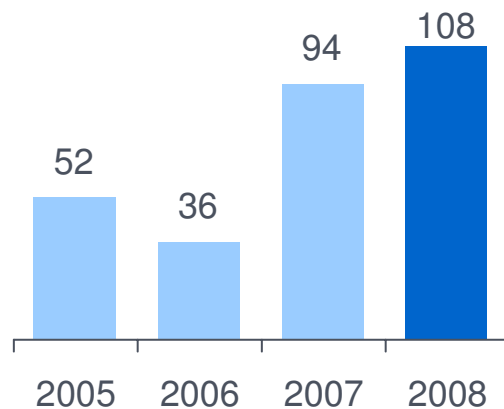
Sales (APE)

(in EUR million)



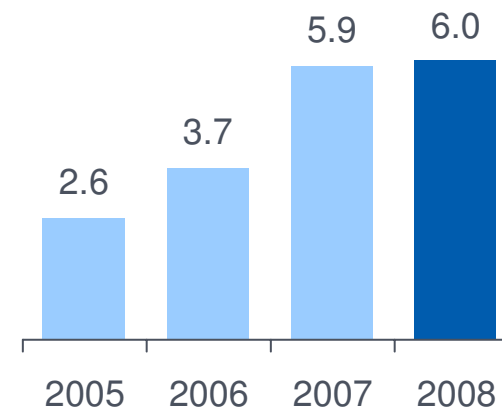
Underlying earning before tax

(in EUR million)









Revenue generating investments

(in EUR billion)



- Target is 10% market share in CEE mandatory pension fund market

Country		Members in mandatory and voluntary pension	Market share in mandatory pension	Rank in mandatory pension
Hungary (mandatory and voluntary)		820,000	21%	2
Slovakia (mandatory and voluntary)		200,000	13%	4
Poland (mandatory)		780,000	6%	6
Romania (mandatory)		140,000	3%	8
Turkey (voluntary)		70,000		
Czech Republic (voluntary)		50,000		

Data per December 31, 2008







► Overview

► Strategy

► Earnings drivers

► Short term priorities

► Conclusion

Country		Gross Written Premiums ¹ (EUR million)	Market share life insurance (by GWP)	Rank life insurance (by GWP)
Poland		260	13% ²	3 ²
Hungary		184	10%	3
Slovakia		16	1%	12
Czech Republic		10	1%	14
Turkey		1	1%	19
Romania		Greenfield		

1. Data from local regulatory bodies and per year end 2008

2. Unit-linked insurance

- Life
 - Mortality risk
 - Fees and growth in assets under management

- Pension
 - Cost-efficiency
 - Fees and growth in assets under management

- Non-life
 - Underwriting risk
 - Cost-efficiency

- Mortgage
 - Fee income

- Poland: minimal expected impact on profitability
 - Measures have been anticipated but brought forward
- Hungary: significant changes, but step by step approach
 - Opening system for older generation (over 52 years)
 - Decreasing asset fees (with guaranteed yields)
- Czech Republic: limited business impact
 - New capital requirements
- Slovakia: significant changes
 - Maximum asset management fees lowered
 - Demanding capital guarantee

Regulatory changes provide important opportunities
for strong and well positioned companies like AEGON

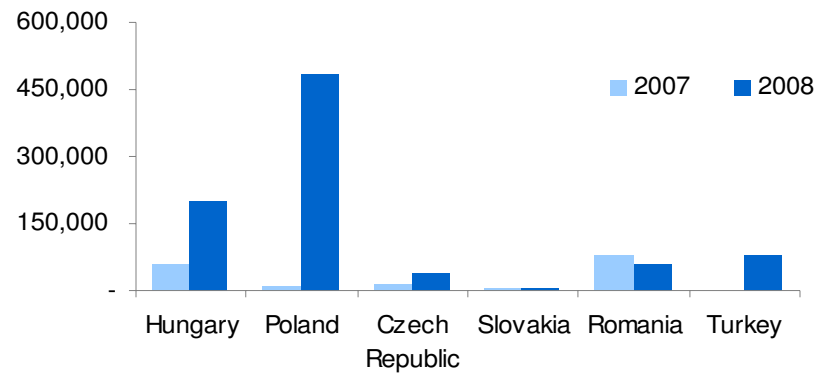
- Distribution expansion
 - Building tied networks: focus on quality
 - Strong broker relationships
 - Alternative channels: growing importance for growth

- Sharing best practices
 - Product design – Czech product range copied in Romania
 - Sales solutions – Common tied network concept
 - Sales Call Centre in Poland (copy of Hungary)
 - IT – FutureFirst (reduced time-to-market)

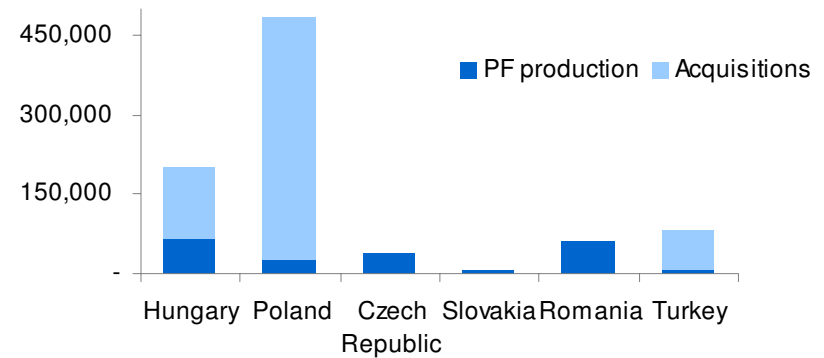
- Direct sales channel in Hungary successfully launched
 - New direct sales channel for non-life
 - Making use of existing call centres to create a strong sales channel

- Turkey
 - Reorganised sales force
 - Launch of life insurance in July 2009

New pension fund members

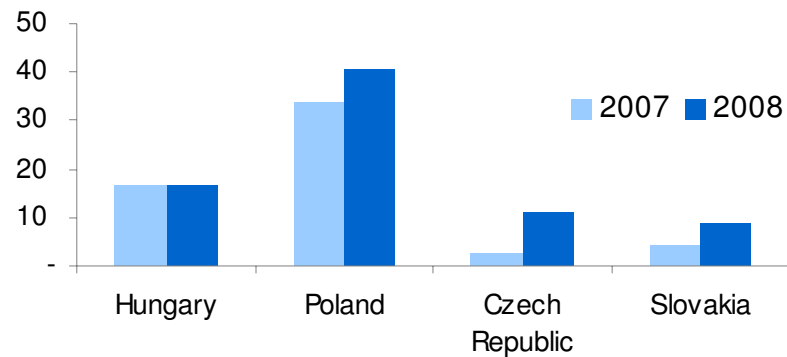


New pension fund members in 2008



Regular premium life production

(EUR million)



Capital

- EUR 170 million capital release from reinsurance of non-life catastrophic risk
- Postponing mortgages in Poland and Slovakia
- Fully centralized general account (cash management)

Costs

- Poland: relocate offices from Warsaw to Chorzow
- Reduced variable salary payments
- Lowering investments in IT

Contingencies

- Contingency plans are in place

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Q&A

For questions please contact Investor Relations
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Appendix

1. Tied network

- New approach
 - building up in Czech / Slovakia / Turkey
 - increased by 200 agents
- Restructuring in Hungary / Poland

2. Brokers

- New mid-size partners
- Strengthening existing big partner relationships
- More demanding (commission)
- Strict control for quality

3. Banking

- New start-ups Polbank (Poland) and Raiffeisen (Hungary)
- Citibank: limited sales in crisis
- New distribution agreement with Banca Transilvania
- No real strategic partner

4. Call Centre / Internet

- New on-line company in Hungary (non-life)
- Growing non-life / pension in Hungary and Poland
- Pilot in Turkey

Focus and ambitions differ per segment



Adults	Children	Babies
Market-leading position	Mid-players	„Tigers”
Preferred segments	5 th position as minimum	New sales in top 5
Market leader in efficiency	No sales and admin expense overrun before the end of the period	No sales and admin expense overrun at the end of the period
RoC substantially ahead of other AEGON operating units	RoC (total) over 12%	Profitable operations

