



AEGON Americas

Pat Baird

Member of the Management Board and CEO AEGON Americas

Mark Mullin

President AEGON Americas

Darryl Button

CFO AEGON Americas

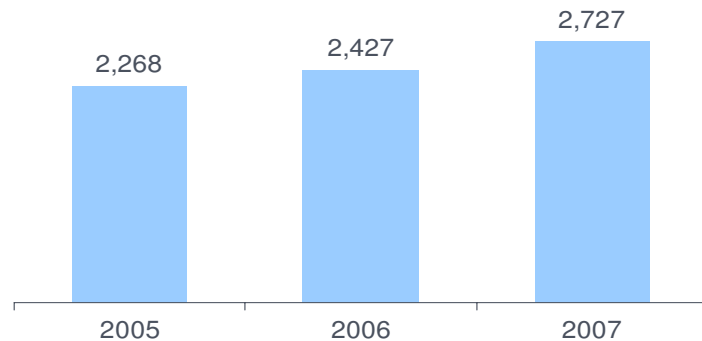
Analyst and Investor Conference, London, 9 -10 June 2009

- US market is important for AEGON
- Execution of strategic priorities
- A resilient US franchise
- Focus US business in three main segments; capture synergies

Positioned to benefit from future opportunities in
the world's largest life and pension market

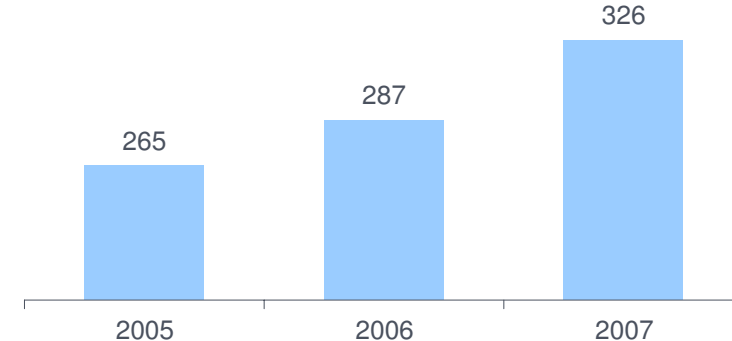
Underlying earnings before tax

(USD million)



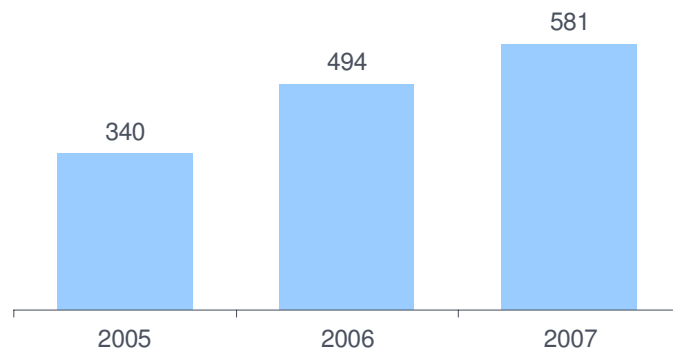
Revenue generating investments

(USD billion)

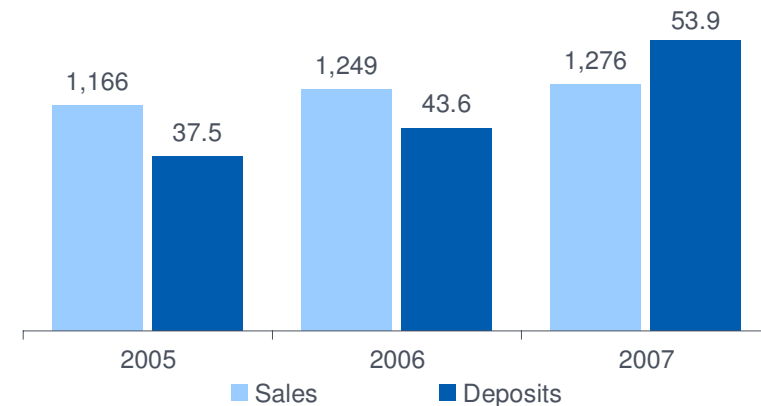


Value of new business

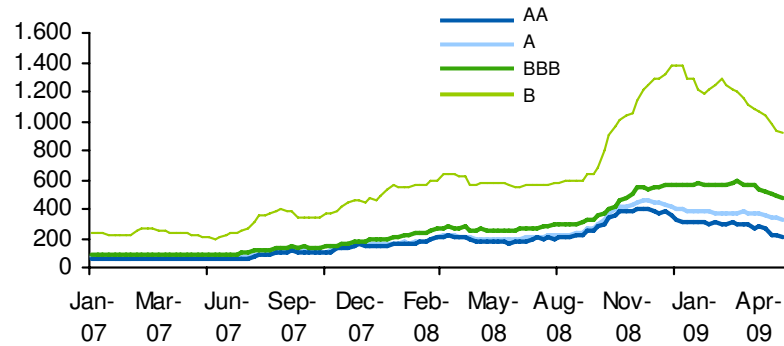
(USD million)



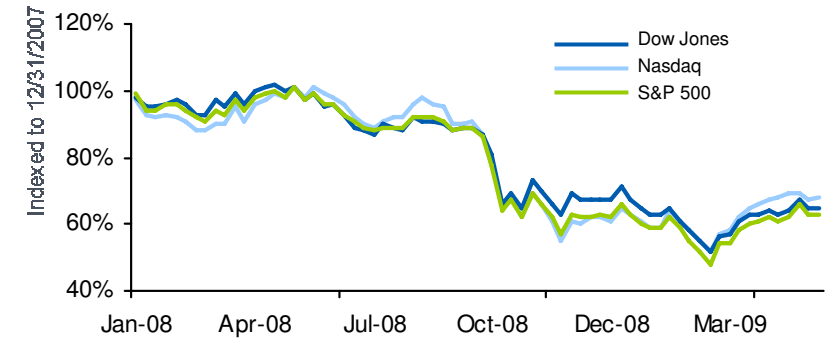
Sales (APE) Deposits



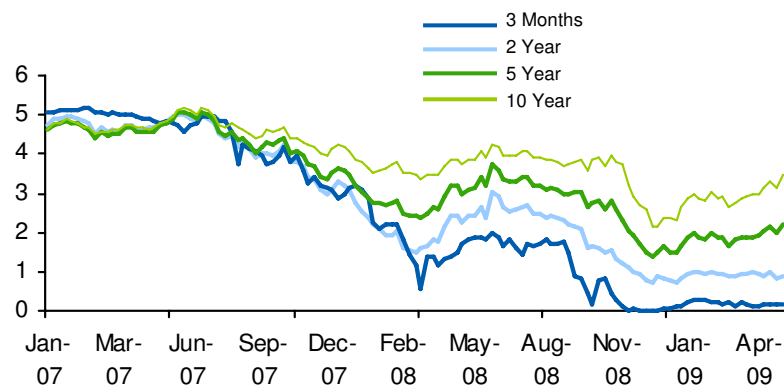
Credit spread



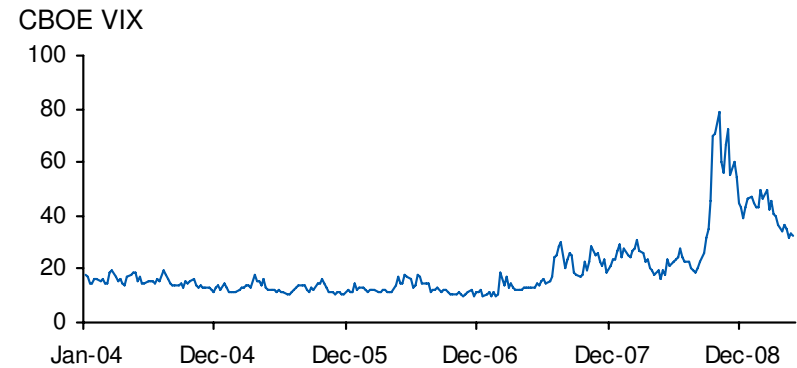
Equity markets



Risk free rates



Implied volatility



Continued flight to safety by consumers to fixed and stable value products

Margin pressure

Increased capital requirements

Lower assets under management

Higher hedging costs

Demographic and economic changes

=

Opportunity

- Increasing longevity and aging populations

- Financial market volatility

- Reduced safety net from government, employers and family

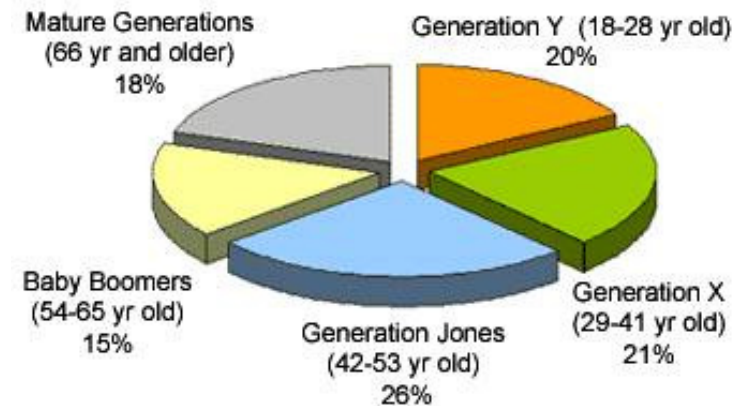
→ Need for long term protection

→ Need for accumulation products

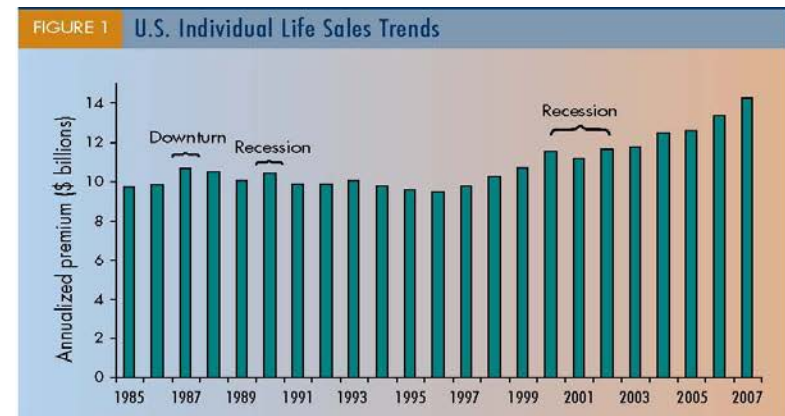
→ Need for financial guarantees

Worlds largest insurance market

- 350 million people
 - 3rd most populous country
 - 21% of global GDP
- “Baby boomers”
 - 78 million people
 - Represent 47% of disposable income, but only 7% of savings
 - 75% own life insurance
 - 67% unprepared for retirement
 - Prefer face to face sale
- “Shadow boomers” - Gen X & Y
 - 125 million people
 - Technology buying trend gradually increasing



Source: U.S. Department of Commerce, Bureau of the Census



Source: LIMRA

Group strategic priorities

Capital release of EUR 1.5 billion in 2009

Reduce costs by EUR 150 million in 2009

Portfolio review

Americas action taken

Capital initiatives completed in Q1

- De-risk investment portfolio; maintain strong liquidity position
- Start to put new money inflows into highly rated credit investments
- Capital market solutions, securitizations and external reinsurance

USD 40 million is cost savings achieved against annual target of USD 140 million

- Salary freeze / headcount reduction
- Reduce travel and events
- Technology initiatives

Adapt business model to respond to current market conditions

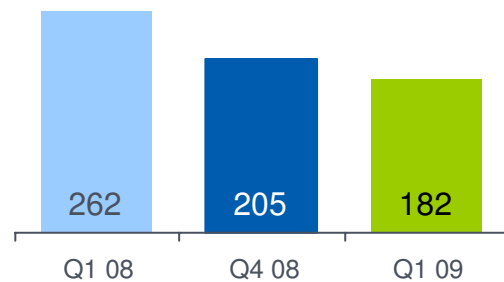
- Wind down institutional spread business
- Exit auto credit market
- Redesign and re-price new variable annuity product
- Reduce direct marketing presence in Europe and Asia

Category	Rank	
<i>As of December 31, 2008</i>		
Individual Term Life Sales ¹	10 th	
Individual Universal Life Sales ¹	6 th	
Equity Indexed Universal Life Sales ²	5 th	
Variable Life Sales ³	12 th	
Variable Annuity Sales ⁴	14 th	
Fixed Annuity Sales ¹	4 th	
Ordinary Life Reinsurance Assumed ⁵	2 nd	
Synthetic GICs ¹	1 st	
401(k) Plans Under Management ⁶	15 th	

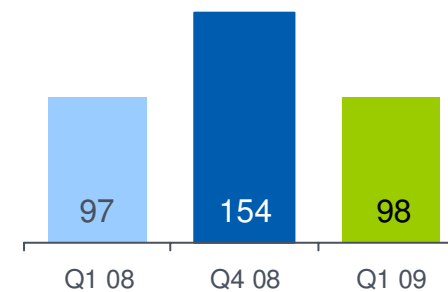
- Sources**
1. LIMRA
 2. Advantage Group Associates, Inc.
 3. Towers Perrin
 4. Morningstar
 5. Munich America Re Survey
 6. PLANSPONSOR Recordkeeping Survey® Asset International, Inc.

Objective to have leading position in chosen markets to realize benefits of scale

New life sales (USD million)

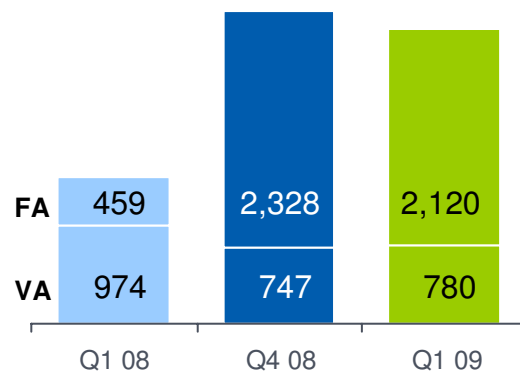


Value of new business* (USD million)

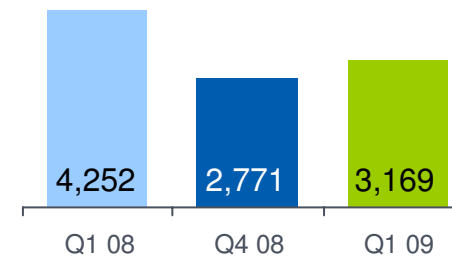


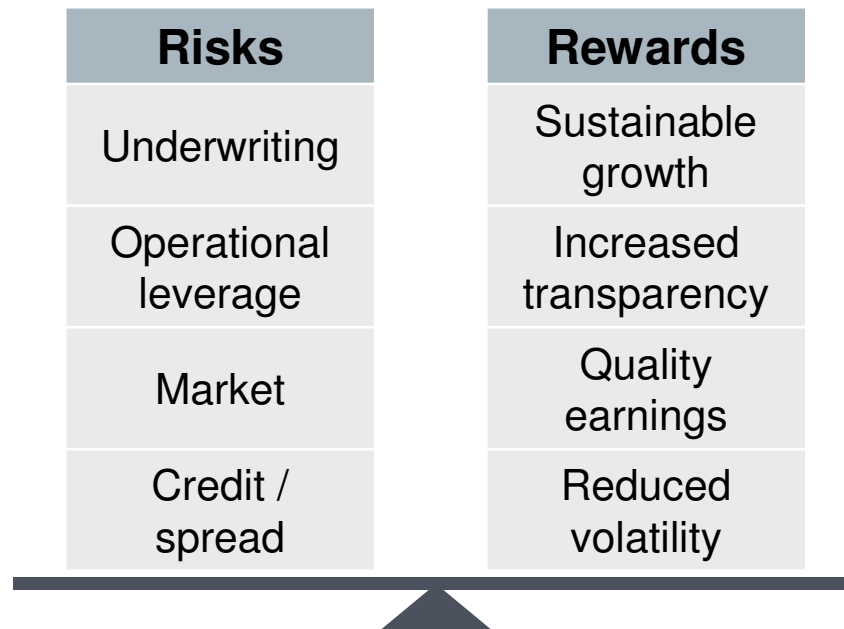
* Excluding Institutional Guaranteed Products

Fixed (FA) and variable annuities (VA) (USD million)



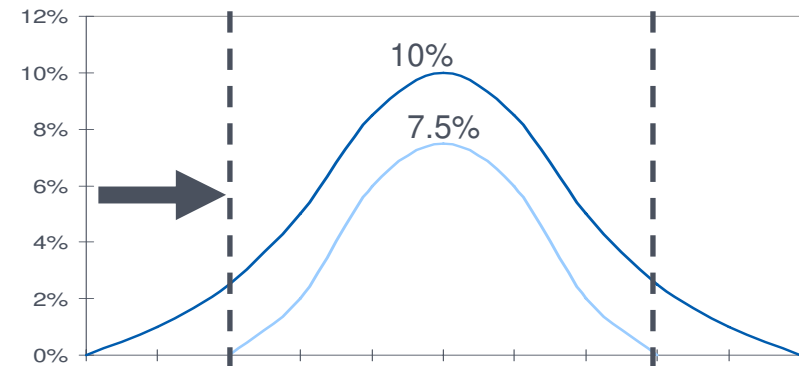
Pensions and asset management (USD million)





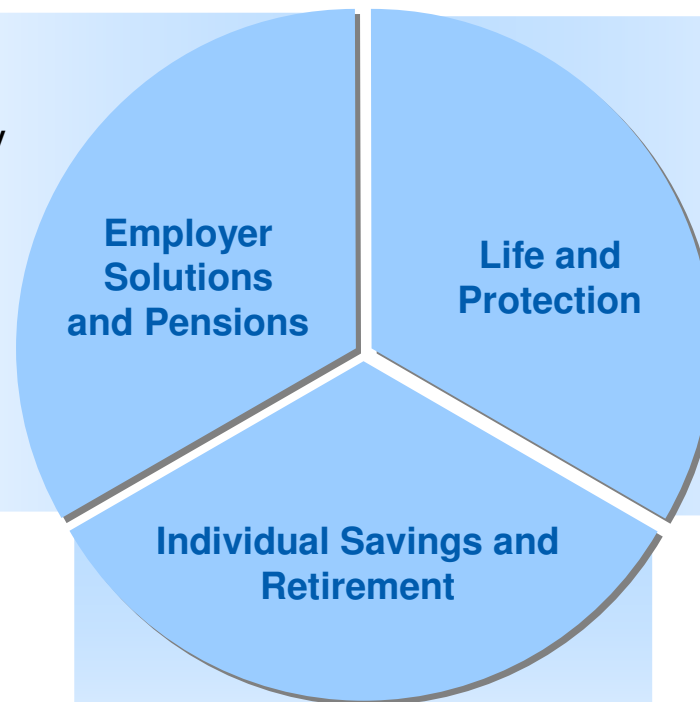
Potential outcomes

Growth



- Manage complementary risk profiles on one balance sheet
- Improve risk profile by exiting or reducing higher risk businesses
- Redeploy low risk / low growth capital to fund growth
- Focus the business with a slightly reduced earnings power but an improved risk profile
- Leverage scale and stability of the entire group to align risk

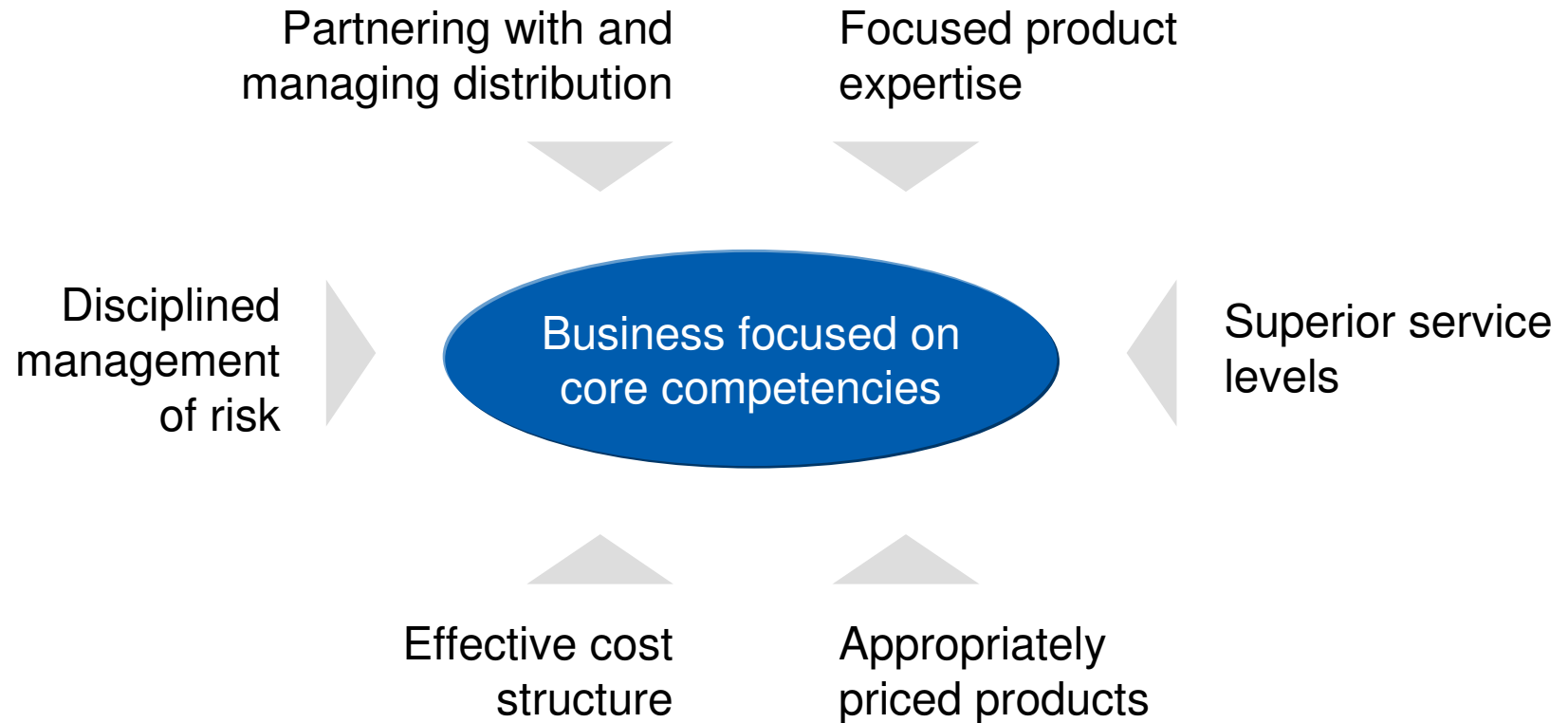
- High growth potential
- Good earnings quality with some capital markets leverage – fee based

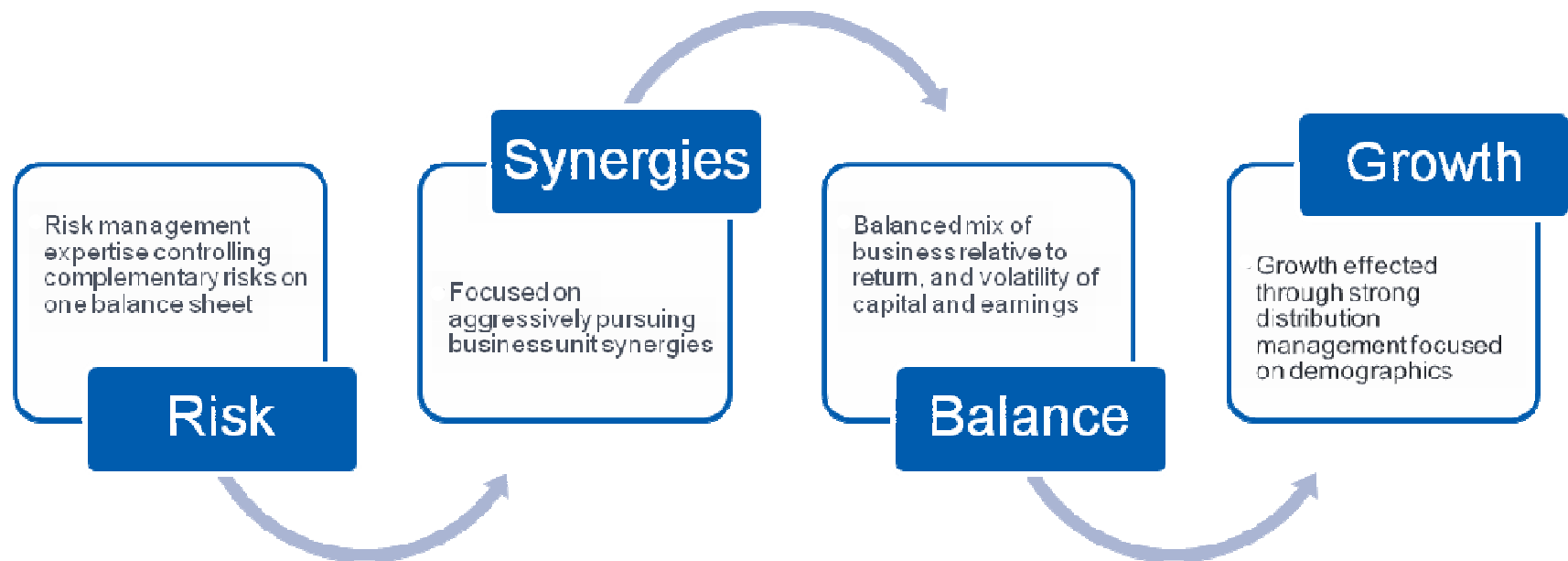


- Limited growth potential
- High quality earnings with lower capital markets leverage
- Solid returns and strong distributable earnings

- Moderate growth potential
- Fair quality earnings with some capital markets leverage post hedging programs

Organization re-aligned with long term growth opportunities





- US market is important for AEGON
- Execution of strategic priorities
- A resilient US franchise
- Focus US business in three main segments; capture synergies

Positioned to benefit from future opportunities in
the world's largest life and pension market



US regulatory environment in light of the financial crisis



Short term

- Capital
- Liquidity
- Confidence

Long term

- Federal Regulatory Modernization
 - Primary goal: replace state regulators with single federal regulator
 - Single federal regulator would be report to US Treasury
 - Industry does not want separation of federal and state regulation



Capital Purchase Program (CPP)

- Provides capital to healthy institutions, increasing the flow of credit to businesses and consumers.
- Treasury to purchase up to USD 250 billion of senior preferred shares on standardized terms.
- Several domestic insurers approved for CPP; foreign insurers not eligible.

Public-Private Investment Program (PPIP)

- Provides USD 500 billion in purchasing power to buy legacy assets, potential to expand to USD 1 trillion.
- Insurers (as Investors and Asset Managers) can participate in the Legacy Securities Program which combines federal and private financing.
- Term Asset-Backed Securities Loan Facility (TALF) provides USD 200 billion to support asset-backed securities (including CMBS) collateralized by qualifying loans. Insurers eligible to participate.

Mark-to-Market Accounting Rule Change

- In April, the Financial Accounting Standards Board (FASB) announced new guidance to accounting regulations dealing with other-than-temporarily-impaired (OTTI) debt securities.
- While the intent may have been to provide more flexibility in the valuation of assets for accounting purposes, auditors may not recognize the guidance, negating any benefit to insurers.



Q&A

For questions please contact Investor Relations
+31 70 344 8305
ir@aegon.com
P.O. Box 85
2501 CB The Hague
The Netherlands



Appendix I

Earnings drivers

Product characteristics

- Traditional Life & Health products such as:
 - Term, Whole Life, Universal Life, Variable Universal Life
 - Disability, Medical expense, Long Term Care
 - Accidental death
- Duration varies by type of business (9.4 years overall)
- Risks
 - Mortality/morbidity
 - Policyholder behavior (lapses)
 - Interest rate guarantees
 - Operational

General account asset characteristics

- Asset classes
 - Corp IG/HY (56%)
 - ABS/MBS/CMBS (29%)
 - Treasury, Agencies & Cash (7%)
 - Emerging Market (1%)
 - Other (7%)
- Risks
 - Credit
 - Interest

Sources of earnings

- Insurance and fee margins (70%)
- Investment spreads (30%)
 - spread on reserves
 - return on surplus

Capital requirements

- Term insurance
 - 6% of reserves and 0.1% of net amount at risk
- Universal Life
 - 6% of reserves and 0.1% of net amount at risk
- Long Term Care
 - 4-5% of reserves and 2-3% of premium
- Accidental Death
 - 4% of reserves and 6-8% of premium

Product characteristics

- Retail annuities
 - Variable annuities subject to market risk, with varying levels of guarantees, for a fee.
 - Fixed annuities are credited interest for a period of time, and then renew subject to minimum guarantees.
- Duration - 3.4 years
- Risks
 - Equity markets
 - Guaranteed benefits
 - Policyholder behavior (lapses, utilization)
 - Interest rate
 - Operational

General account asset characteristics

- Asset classes
 - IG Corp (28%)
 - Treasury, Agencies, Cash (28%)
 - CMBS, MBS, ABS (34%)
 - High Yield, EM, other (10%)
- Risks
 - Credit
 - Interest
 - Liquidity

Sources of earnings

- Fixed annuities:
 - Investment spread (100%)
 - Includes spread on account balance and return on surplus
- Variable annuities
 - Fees net of hedging (70%)
 - Investment spread (30%)
 - Includes spread on fixed investment option and return on surplus
- Mutual funds
 - Fees (100%)

Capital requirements

- Fixed annuities:
 - 7% of reserves
- Variable annuities
 - 0.02% of Reserves + CTE98 (2.5% of balances @12/31/2008)
- Mutual funds
 - None

Product characteristics

- Pension plan administration and sales
 - No significant minimum guarantees on equity balances
 - General account option available; shorter duration product
- Purchased annuities
 - Very illiquid
 - Longer duration product
- Aggregate duration - 5.6 years
- Worksite voluntary benefits (life and health)
- Risks
 - Equity markets due to fee revenue
 - Interest rates on general account option
 - Operational

General account asset characteristics

- Asset classes
 - IG Corp (39%)
 - MBS (4%)
 - ABS (8%)
 - CMBS/CML (21%)
 - HY/EM/Other (7%)
 - US Treasury/agency/cash (20%)
- Risks
 - Credit
 - Interest

Sources of earnings

- Insurance and fee margins (40%)
- Investment spreads (60%)
 - spread on reserves
 - return on surplus

Capital requirements

- Retirement plans (variable balances) – 0.1%
- Retirement plans (general account) – 6%
- Purchased annuities (on reserve)
 - 7% target surplus
 - 0% to 6% reserve strain
- Worksite voluntary benefits – varies by product
 - currently ~36% of reserves in aggregate

Product characteristics

- Alternative markets is a diverse set of products and businesses
 - Institutional guaranteed investment contracts
 - Synthetic guarantee fee business
 - Bank and corporate owned life insurance (BOLI/COLI)
 - Canadian life and segregated fund business
- Duration 2.8 years
 - Institutional is floating rate
 - BOLI/COLI is 6 years
- Risks
 - Institutional key risks are liquidity / disintermediation
 - BOLI/COLI key risk is persistency
 - Canada products exposed to equity risk

General account asset characteristics

- Asset classes
 - Cash / Treasuries (5%)
 - IG Corp (40%)
 - High Yield & Emerging Mkts (6%)
 - ABS, CMBS, MBS (26%)
 - Mortgage Loans (17%)
 - Other (6%)
- Risks
 - Credit
 - Interest
 - Liquidity

Sources of earnings

- Institutional guaranteed products
 - Investment spread (85%)
 - Fees (15%)
- BOLI/COLI
 - Investment spread (65%)
 - Insurance margins (35%)
- Canada
 - Insurance and fee margins (60%)
 - Investment Spread (40%)

Capital requirements

- Institutional guaranteed products
 - 5% of balances for guaranteed investment contracts
 - 0.2% of notional for synthetic guarantees
 - 7% of balances for structured settlements
- BOLI/COLI
 - 5% of balances for general account
 - 0.3% for separate account
- Canada
 - 3% of reserves @ 12/31/2008 for segregated funds (varies depending on market performance)
 - 5% of reserves @ 12/31/2008 for life products

Product characteristics

- Reinsurance of life, health and annuity products
 - Domestic – term life co-insurance
 - International – life and certain health coverages
 - Closed blocks of fixed and variable annuities
- Duration - 4.8 years
- Risks
 - Mortality
 - Morbidity (internationally only)
 - Guaranteed benefits
 - Policyholder behavior

General account asset characteristics

- Asset classes
 - Corp IG (43%)
 - ABS/MBS/CMBS (34%)
 - High Yield and Emerging Market (5%)
 - Equity/Other (4%)
 - Treasury/Agency/Cash (14%)
- Risks
 - Credit
 - Interest

Sources of earnings

- Insurance and fee margins (55%)*
 - Investment spreads (45%)
 - spread on reserves
 - return on surplus
- * On forward looking basis for new business, insurance and fee margins expected to be 80%

Capital requirements

- Life and health reinsurance
 - Domestic life approximately 9 bps of in-force
 - International life and health approximately 12 bps of in-force
- Fixed annuities reinsurance
 - Approximately 2.4% of statutory reserves
- Variable annuities reinsurance (death and living benefits)
 - CTE based total asset requirement (TAR) which includes reserves
 - TAR very sensitive to equity market levels (2007 TAR 4% of AV, 2008 TAR 16% of AV)

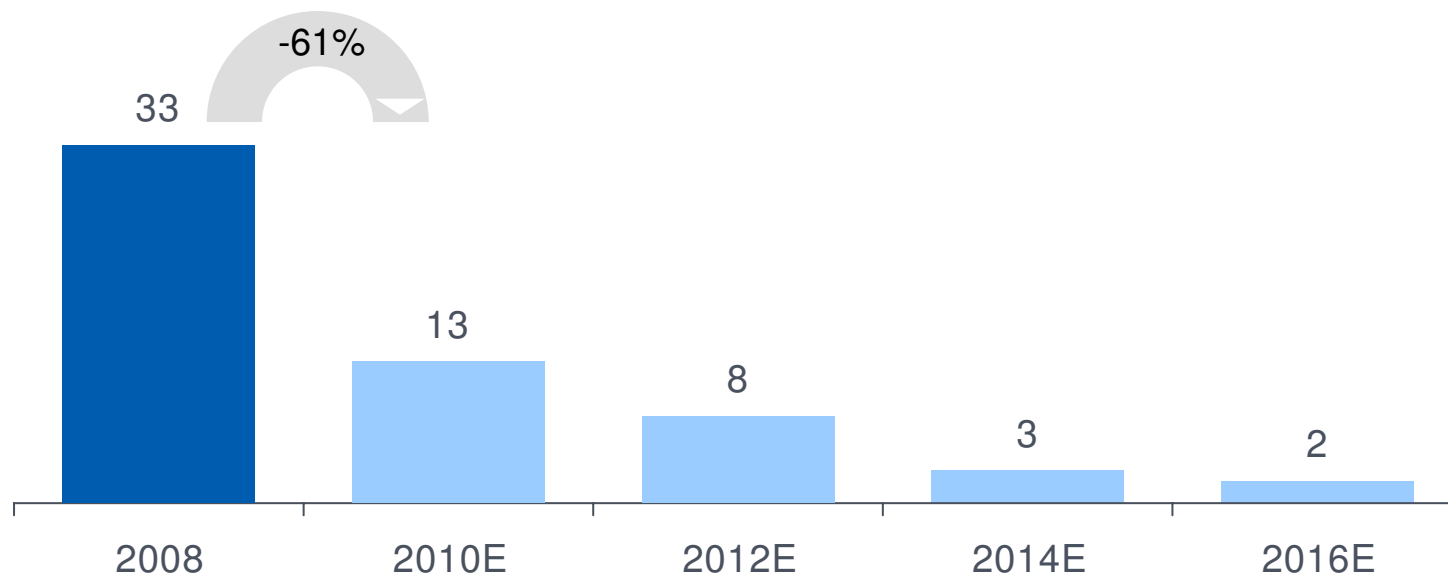


Appendix II

Other information

- Reduce spread-based balances by USD 20 billion (EUR 14 billion) over two year period
- Reduction of credit risk
- Capital relief of USD 0.8 billion (EUR 0.6 billion) over two year period (EUR 0.3 billion in 2009)
- Expected annual cost savings of USD 70 million (EUR 50 million) as of 2011
- Outflows well under control as AEGON has strong liquidity management

Spread based balances (USD billion)



- Strong fit with AEGON's vision of providing comprehensive solutions to help customers secure their financial futures
- Provides diversification benefits to other protection, savings and pension businesses
- Although AEGON's market ranking has remained relatively flat at 13-14 during the last several years. AEGON's decision to pull back from the GMIB market in 2003 was the right one
- Market has been irrational in the past, however transformation is underway
- AEGON has been focused on building competitive advantages in distribution and hedging capabilities over the last four years – now in a position to capitalize on market rationalization

US variable annuity guarantees



Other information

Per March 31, 2009 (USD billion)	Total fund value	Hedged fund value	% of fund value hedged	Net amount at risk	Statutory reserve	Δ Statutory reserve Q1
Direct - GMIB	6.8	1.2*	18%	3.9	1.3	0.2
Direct - GMWB	5.2	5.2	100%	1.7	0.1	-
Reinsurance	5.4	5.1	94%	1.8	0.8	-
<i>Total living benefits</i>	<i>17.4</i>	<i>11.5</i>	<i>68%</i>	<i>7.4</i>	<i>2.2</i>	<i>0.2</i>
GMDB	12.8	0.3	2%	5.4	1.0	0.1
Reinsurance	1.3	0.7	53%	1.1	0.3	0.1
<i>Total death benefits</i>	<i>14.1</i>	<i>1.0</i>	<i>7%</i>	<i>6.5</i>	<i>1.3</i>	<i>0.2</i>

- Approximately 68% of living benefit guarantees are hedged or reinsured
- Conservative reserving for variable annuity guarantees
 - Utilization rates on GMIB are low (<2%)
 - Current policy reserves assume higher utilization rates
 - Most of AEGON's GMIB business can only elect annuitization without penalty starting 2012

* Reinsurance capped at USD 200 million benefit

Organization re-aligned with long term growth opportunities

