

SUPPLEMENT TO THE 2011 REVIEW SUSTAINABILITY

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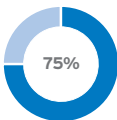


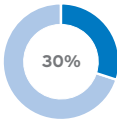

LETTER FROM AEGON'S GLOBAL HEAD OF SUSTAINABILITY


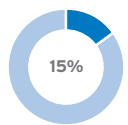
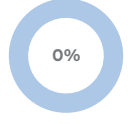
This year, as a company, we took a very significant step toward more integrated reporting. For the first time, our 2011 Review covers both our financial performance and our environmental, social and governance impact. This Review, however, is not intended to be an exhaustive document. Instead, it focuses on those issues we believe are the most important for our business and our stakeholders. Much of the more detailed information - the data and the statistics - that previously were included in our Sustainability Report can now be found in this Supplement. We have done our best to present this information as clearly as possible and, where necessary, have included more technical definitions and explanations. We see these two publications - the 2011 Review and the Supplement - as complementary, but of course as serving different audiences. With the Review, we can offer a more complete and rounded vision of AEGON and the risks and opportunities the company currently faces. This Supplement, on the other hand, gives the depth of disclosure that in the past was provided by our Sustainability Report. In future years, we hope to take the principle of integrated reporting further. Ultimately, our goal remains the same however: to provide information for our stakeholders that is clear, accurate and relevant - information that will serve as a basis for dialogue and that will help us and our stakeholders work more closely together.

Marc van Weede
Global Head of Sustainability
AEGON N.V.

PROGRESS REPORT

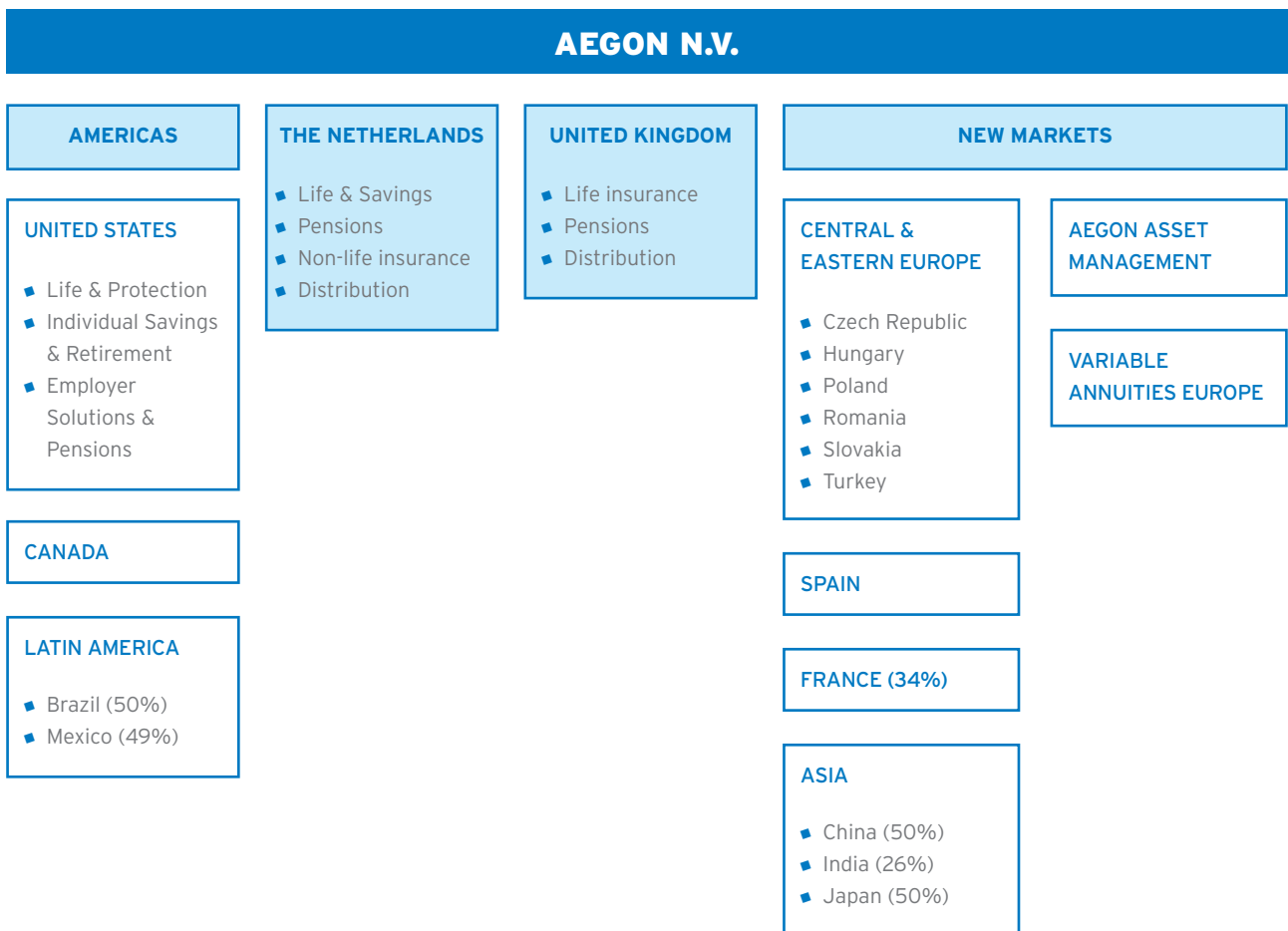
In 2011, we made considerable progress toward a number of our key objectives. We carried a company-wide employee engagement survey; we launched a target to reduce emissions of carbon dioxide; we adopted a more coordinated approach to stakeholder engagement, took an important first step toward more integrated reporting and introduced key policies for responsible investment, corporate donations and diversity and non-discrimination. In other areas, progress was slower - a result, in part, of the financial crisis and a shortage of resources at a time when AEGON is restructuring many of its businesses. For 2012, we aim to make further progress in talent management, in employee engagement and in customer loyalty - areas we believe will be crucial in our efforts to build a more profitable, more sustainable company for the years ahead.

Current commitments	Year	Progress	% complete (by end 2011)
Develop key brand performance indicators	2011	We are expecting to introduce key brand performance indicators by the end of the second quarter of 2012. These indicators are part of broader efforts to strengthen management of AEGON's brands and follow a relaunch of the company's brand values in 2011.	 75%
Introduce customer loyalty measures	2011	We now have systems in place to measure customer loyalty in all our main operating units. By the end of 2011, we had introduced the Net Promoter Score (NPS) as the preferred measure of customer loyalty in 55% of our businesses worldwide. In 2012, we expect to extend the use of NPS to at least 70% of our businesses. During the year, we will also be rolling out new market conduct principles to our businesses worldwide.	 55%
Launch company-wide employee engagement survey and develop action plan to address areas where improvement is needed	2008	We carried a global employee engagement survey in October 2011, with nearly 17,000 employees worldwide choosing to take part. Our local businesses and operating units are now working on action plans to address areas where improvement is needed. We are also looking at other possible measures to further improve employee engagement, including the introduction of limited paid time-off for volunteer work.	 100%
Conduct talent review for two tiers immediately under Management Board	2011	During 2011, we conducted a talent review for the two tiers of management immediately under the company's Management Board. We also put in place succession planning for key positions at this level. In 2012, our intention is to extend this process to other levels of management within the company.	 100%
Include diversity in talent management program	2010	In early 2012, AEGON's Management Board endorsed a company-wide Statement on Diversity & Non-discrimination (please see Appendix V). This document is intended as an initial step to raise awareness of diversity issues within the AEGON workforce. Further actions are planned for 2012.	 30%
Develop responsible investment policy	2011	AEGON adopted a new global responsible investment policy in November 2011; this policy is based around a series of environmental, social and governance standards which AEGON will apply to its investment portfolio worldwide.	 100%

<p>Set target to reduce CO₂ emissions</p>	<p>2010</p>	<p>We introduced a new target in June 2011: to reduce emissions of carbon dioxide from our main offices in the United States, the Netherlands and the United Kingdom by 10% over a three-year period to the end of 2012. By the end of 2011, we had reduced emissions more than 9% from their 2009 base level.</p>	
<p>Establish sustainability KPIs</p>	<p>2010</p>	<p>Initial work has begun on developing a limited set of key sustainability performance indicators; introduction is unlikely before the beginning of 2013 however, because of work still required in other areas, such as brand and customer loyalty.</p>	
<p>Conduct risk assessment of our leading suppliers</p>	<p>2012</p>	<p>For the first time, AEGON will carry out an assessment of its leading suppliers to identify possible environmental, governance or social risks. This assessment is part of a more integrated approach to supply chain management. As a provider of financial services, AEGON has relatively few supply chain risks when compared with other sectors of the economy, and we do not expect the assessment to reveal any high-risk exposures.</p>	

REPORTING STRUCTURE

This chart is intended to provide an overview of AEGON's financial reporting structure.



OUR APPROACH TO SUSTAINABILITY

AEGON's approach to sustainability is aimed at ensuring the long-term viability of the company's businesses.

This is achieved in two ways:

- ◆ First, by responsible management of the company's resources, whether financial, human or material.
- ◆ Second, by balancing the interests of AEGON's main stakeholder groups - customers, employees, business partners, investors and the wider communities in which the company operates.

STAKEHOLDER ENGAGEMENT

AEGON engages regularly with its stakeholders, and uses the results of this engagement to shape its sustainability initiatives and define issues material to the company's businesses and performance. Stakeholders are also regularly invited to give their views on the most important issues facing AEGON as well as the company's sustainability reporting and performance. For further information, please see Appendix I.

BUSINESS PRINCIPLES

AEGON sets out a number of basic business principles that apply to all individual country and operating units. These principles are also contained in the Code of Conduct, which applies to all AEGON employees, and which was last updated in 2011. AEGON provides training for employees in the Code of Conduct and offers a Global Ethics Line (or S.H.A.R.E. in the United States) which allows employees to report any suspected violations of the Code in confidence 24 hours a day. AEGON's [Code of Conduct](#) and [Business Principles](#) are both available online at www.aegon.com.

GOVERNANCE

AEGON has a dedicated sustainability team at its corporate headquarters in The Hague. This team oversees all the company's sustainability programs and coordinates the work of those managers responsible for sustainability at individual country and operating units. The Global Head of Sustainability, Marc van Weede, reports to AEGON's CEO Alex Wynaendts and Marco Keim, the member of AEGON's Management Board responsible for sustainability issues. Questions of strategy and policy are subject to approval by the company's Executive and Management Boards. Sustainability is also regularly discussed at AEGON's Supervisory Board.

FACTS AND FIGURES

This report covers AEGON's operations in twelve countries: Canada, China, the Czech Republic, Hungary, the Netherlands, Poland, Romania, Slovakia, Spain, Turkey, the United Kingdom and the United States. Unless otherwise stated, figures do not include AEGON's associate companies and joint ventures in Mexico, Brazil, Japan and India, though some qualitative information from those operations has been made available.

Financial information contained in this report has been taken from AEGON's 2011 Annual Report and refers to all AEGON companies. This report covers the full year 2011, unless specifically stated otherwise. The contents are based on the results of comprehensive reporting from AEGON's country and operating units. This report has been reviewed by an audit team from Ernst & Young. Any necessary notes, explanations and definitions are provided in the text beneath the tables.

This report is intended as a supplement to AEGON's 2011 Review, which is available online at www.aegon.com. For further information about AEGON's financial performance, its risk and capital management and its system of governance, please refer to the company's 2011 Annual Report, also available at www.aegon.com. AEGON's previous Sustainability Report was published in April 2011. This Supplement was compiled by AEGON's Group Sustainability team in The Hague. Contact details may be found on page 41.

1	OUR PEOPLE	2011	2010	2009	Trend (2011 vs. 2010)
1.1	Workforce				
1.1.1	Total number of employees	25,288	27,474	28,366	↓
	By country unit:				
	■ United States	11,466	12,272	13,502	
	■ Canada	651	686	692	
	■ The Netherlands	4,839	5,122	5,510	
	■ United Kingdom	3,203	4,138	4,851	
	■ China	655	943	1,200	
	■ Spain	319	293	257	
	■ Hungary	1,130	1,154	1,164	
	■ Poland	288	277	249	
	■ Romania	51	53	51	
	■ Slovakia	88	76	73	
	■ Czech Republic	93	100	100	
	■ Turkey	698	515	413	
	■ Japan	62	63	NM	
	■ Holding and other activities	327	334	267	
	■ Variable annuities (UK & Ireland)	178	145	37	
	■ AEGON Asset Management	1,240	1,303	NM	
	■ Associate companies	3,982	3,680	NM	

AEGON'S WORKFORCE

AEGON's total workforce declined by 8% in 2011. This was mainly the result of restructuring in AEGON's main markets - the United States, the Netherlands and the United Kingdom. AEGON has also significantly reduced the number of employee-agents in China over the past two years as part of a new distribution strategy focused on banks and brokers.

- Please note that the total number of employees does not include associate companies, where AEGON has minority shareholdings. Employees at these companies (measured pro rata) totaled 3,982 at the end of 2011, up from 3,680 the previous year.

INTEGRATED APPROACH TO HR

AEGON takes an integrated approach to human resources management. The company's goal is become an "employer of choice" within the financial services industry. AEGON believes dedicated, engaged employees benefit both the company's business and its stakeholders. AEGON's human resources strategy is overseen by the company's HR Council. Members of this Council are drawn from across AEGON's country and operating units.

1	OUR PEOPLE	2011	2010	2009	Trend (2011 vs. 2010)
1.2	Staff turnover and recruitment				
1.2.1	Employee turnover	19%	15%	13%	↗
	Of which:				
	■ Voluntary departures	11%	7%	6%	
	■ Redundancies	7%	7%	6%	
	■ Other	1%	1%	1%	
1.2.2	Avg. number of years of service for existing employees	9.1	8.9	8.6	↗
1.2.3	Number of new employees recruited during the year	2,516	3,788	2,308	↘
1.2.4	Avg. number of days to fill vacancies	40	38	29	↗
1.2.5	Avg. number of applicants per vacancy	50	46	75	↗
1.2.6	Proportion of part-time employees	10.0%	10.6%	9.9%	↘
1.2.7	Proportion of employees on fixed-term contracts	7.6%	8.2%	NM	↘

EMPLOYEE TURNOVER

In 2011, AEGON's employee turnover rose for a second consecutive year. This was a result of major restructuring in the United States, the United Kingdom and within AEGON's asset management operations. There was also a policy, in certain businesses, of not replacing those employees leaving the company either to retire or to take up jobs elsewhere. During the year, AEGON adopted a new International Mobility Policy to make it easier for employees to take assignments overseas.

LIMITING COMPULSORY REDUNDANCIES

AEGON takes measures to limit the number of compulsory redundancies and to help those who lose their jobs find alternative employment. These measures include: retraining, redeployment within the organization, a change to flexible or part-time working, support with new job searches and providing access to independent outplacement services. In 2011, a total of 2,377 AEGON employees were made redundant, the majority in the United States, the Netherlands and the United Kingdom. Many of these employees accepted voluntary redundancy packages or early retirement.

RECRUITMENT

AEGON's labor markets remained difficult in 2011, with skilled workers in short supply, particularly in rapidly growing markets such as China. Most recruits during the year were hired to replace staff leaving the company. Figures for the number of employees recruited during the year (above) refer to new hires only, and do not include employees taken on as a result of mergers or acquisitions.

1	OUR PEOPLE	2011	2010	2009	Trend (2011 vs. 2010)
1.3	Diversity				
1.3.1	Percentage of women in workforce	54	51	54	↗
1.3.2	Percentage of women in senior management	26	24	24	↗
1.3.3	Incidents of alleged discrimination reported during the year	15	2	None reported	↗

DIVERSITY & NON-DISCRIMINATION

AEGON actively enforces policies that promote non-discrimination in the workplace whether on grounds of race, disability, religious belief, sexual orientation, age or gender. To support this, AEGON has now adopted a Statement on Diversity & Non-discrimination. Additional steps will be taken in 2012 to further raise awareness of gender and diversity issues within the company's workforce. The principle of non-discrimination is also contained in AEGON's Code of Conduct and the company's Business Principles, which apply to all employees worldwide.

WOMEN IN SENIOR MANAGEMENT

Currently, women account for just over a quarter of AEGON's senior management. The company's ambition is to increase that figure steadily over the years ahead.

- Please note that senior management covers all country and operating unit CEOs plus the two levels of management immediately under - approximately 490 managers in total.

EMPLOYEES WITH FAMILY COMMITMENTS

At a local level, AEGON has measures to encourage those with family commitments to remain in the workforce and, where relevant, to take up positions in management. These include childcare facilities, tele-working, flexible or part-time working and family leave.

NON-DISCRIMINATION

AEGON applies a "zero tolerance" approach to discrimination in the workplace, and takes action against employees or business partners found guilty of discriminatory practices.

1	OUR PEOPLE	2011	2010	2009	Trend (2011 vs. 2010)
1.4	Training & appraisals				
1.4.1	Spending on training (EUR million)	12.9	13.4	12.5	↘
	▀ Per employee (EUR)	508	488	440	↗
1.4.2	Avg. number of days training per employee	3.30	3.76	4.02	↘
1.4.3	Percentage of senior management taking part in formal skills and capabilities programs	83%	91%	91%	↘
1.4.4	Percentage of middle management taking part in formal skills and capabilities programs	89%	91%	86%	↘
1.4.5	Percentage of other grades taking part in formal skills and capabilities programs	75%	88%	82%	↘
1.4.6	Percentage of senior management subject to regular, standardized performance appraisals	100%	83%	100%	↗
1.4.7	Percentage of middle management subject to regular, standardized performance appraisals	100%	83%	98%	↗
1.4.8	Percentage of other grades subject to regular, standardized performance appraisals	100%	83%	98%	↗

TRAINING

AEGON provides regular training to employees at all levels within the company. Training covers areas such as customer service, product knowledge, business writing, diversity issues, compliance and sales, as well as specific issues such as money laundering and insider dealing. All employees are required to complete training on the company's Code of Conduct. Most AEGON units also grant employees time and occasionally financial support to pursue individual projects such as language training or higher education related to their work with the company. In 2011, overall spending on training declined by approximately 4%; this decrease was mainly due to a reduction in AEGON's workforce during the year.

DEVELOPING TALENT

AEGON has programs to nurture talent and leadership potential within the company. These include AEGON University, which brings together talented employees from around the company and gives them the opportunity to share knowledge and experience. The work of AEGON University is supported, in the United States, by the AEGON Americas Leadership Academy. Many AEGON countries also have mentoring programs aimed at encouraging young talent. In 2008, the company launched a Global Talent Management program aimed at developing new leaders within the organization. As part of this program, AEGON conducted a talent review last year covering two levels of senior management immediately under the company's Management Board. This review will be extended to other levels during the course of 2012.

SUCCESSION PLANNING

AEGON attaches importance to succession planning, particularly for sensitive or senior positions within the company's management structure. In 2011, further steps were taken to identify potential future leaders both at a company and country or operating unit level:

- ▀ Members of both the Executive and Supervisory Boards discussed possible future candidates for AEGON's Management Board.
- ▀ Discussions were also held between Executive Board members and local CEOs to identify potential leaders within AEGON's country and operating units.
- ▀ AEGON's talent review process was further strengthened and new leadership "qualities" identified and included.
- ▀ Members of AEGON's Supervisory, Executive and Management Boards conducted an annual review of talent within the organization.

PERFORMANCE APPRAISALS

All AEGON employees are subject to regular performance appraisals, based on financial, non-financial and behavioral metrics, as well as adherence to the company's core values. Appraisals are linked directly to both training requirements and the payment of bonuses and other forms of variable compensation.

1	OUR PEOPLE	2011	2010	2009	Trend (2011 vs. 2010)
1.5	Salaries, costs and benefits				↘
1.5.1	Total employment costs (in EUR billion)	2.07	2.15	2.04	
	By country / region: (in EUR million)				
	■ Americas	951	990	1,058	
	■ The Netherlands	469	460	512	
	■ United Kingdom	259	318	300	
	■ New Markets	324	324	106	
	■ Holding and others	66	59	59	
1.5.2	Employment costs per capita, FTE equivalent (EUR)	81,814	78,296	71,716	↗
	By country / region: (EUR)				
	■ Americas	78,469	76,400	74,258	
	■ The Netherlands	96,996	89,858	92,997	
	■ United Kingdom	80,849	76,829	63,452	
1.5.3	Percentage of variable compensation to total pay (senior management)	30%	26%	29%	↗
1.5.4	Percentage of variable compensation to total pay (middle management)	21%	16%	18%	↗
1.5.5	Percentage of variable compensation to total pay (other grades)	10%	6%	10%	↗
1.5.6	Percentage of variable compensation determined by individual performance (senior management)	32%	20%	24%	↗
1.5.7	Percentage of variable compensation determined by individual performance (middle management)	40%	25%	54%	↗
1.5.8	Percentage of variable compensation determined by individual performance (other grades)	48%	33%	56%	↗

SALARIES AND COMPENSATION

To attract and retain talented employees, AEGON believes it must offer competitive salaries and compensation packages. In 2011, total employment costs decreased by 3.8%; this was due mainly to an overall decrease in the size of AEGON's workforce. During the year, AEGON introduced a new Global Remuneration Framework. This framework sets out basic standards for salaries and incentive payments, ensures that incentives are linked directly to the company's strategic objectives and that salary structures do not lead to excessive risk-taking or compromise the independence of those working in "control functions", such as internal audit or compliance. The Global Remuneration Framework applies to all AEGON employees worldwide.

EMPLOYMENT COSTS

Employment costs per capita rose in 2011 across AEGON's main operating units. This was due to currency factors and restructuring in many businesses in the United States, the Netherlands and the United Kingdom.

PERFORMANCE-RELATED PAY

At AEGON, employees' salaries may contain both a fixed and variable component. This variable component is linked to either company or personal performance, or both. Generally, the proportion of this variable pay increases with seniority.

PENSION ARRANGEMENTS

Pension arrangements vary by country unit. In the United States, which accounts for 45% of AEGON's worldwide workforce, employees are offered both defined contribution and defined benefit plans. In total, AEGON's pension plans in its three main markets - the United States, the Netherlands and the United Kingdom - cover an estimated 55,000 current and former employees.

EXECUTIVE BOARD REMUNERATION

For full details of AEGON's approach to executive pay, please see pages 115 to 121 and pages 303 to 306 of AEGON's 2011 Annual Report, available at www.aegon.com.

1	OUR PEOPLE	2011	2010	2009	Trend (2011 vs. 2010)
1.6	Health & safety				
1.6.1	Absentee rate	2.6%	2.0%	2.3%	↗
	By country:				
	■ United States	1.8%	1.7%	1.8%	
	■ The Netherlands	4.0%	4.1%	4.2%	
	■ United Kingdom	3.0%	2.9%	2.4%	
	■ Central & Eastern Europe	1.9%	1.6%	1.6%	
	■ China	1.8%	1.4%	1.8%	
1.6.2	Number of work-related injuries and illnesses	236	292	328	↘
	By country:				
	■ United States	151	181	193	
	■ The Netherlands	5	20	25	
	■ United Kingdom	68	81	104	
	■ Others	12	10	6	

ABSENTEEISM

Absenteeism rose in 2011, due mainly to increases in the United States and the United Kingdom, offset by a slightly lower figure for the Netherlands. AEGON has a number of programs and initiatives in place at a local level to reduce absenteeism. These include regular health assessments, flu vaccinations, safety training and programs aimed at reducing stress and promoting healthy living.

- Please note that figures for absenteeism exclude maternity leave (except in the United States).

WORK-RELATED INJURIES AND ILLNESSES

Total work-related injuries and illnesses decreased by 19% in 2011; this was a result of fewer injuries and illnesses in AEGON's three main markets - the United States, the Netherlands and the United Kingdom.

- Please note that these figures cover only injuries and illnesses sustained by employees during the course of their work for the company.

1	OUR PEOPLE	2011	2010	2009	Trend (2011 vs. 2010)
1.7	Incidents of fraud				
1.7.1	Incidents of fraud involving AEGON employees	11	17	6	↘

TACKLING FRAUD AND OTHER FINANCIAL CRIME

AEGON has detailed procedures in place to deal with incidents of fraud, corruption, bribery, money laundering and other malpractice. AEGON sets out clear rules and guidelines in its Code of Conduct, which applies to all employees worldwide. Employees may report suspected violations of the Code of Conduct in confidence via the company's Global Ethics Line, which is available to all employees 24 hours a day, in their own language. Since 2009, AEGON has had a Global Financial Crime Notification and Reporting Procedure in place, which outlines the company's approach to tackling financial crime and malpractice.

1	OUR PEOPLE	2011	2010	2009	Trend (2011 vs. 2010)
1.8	Employee engagement & representation				
1.8.1	Employee engagement (Hay index /100)	63	NM	NM	
1.8.2	Employee empowerment (Hay index /100)	64	NM	NM	
1.8.3	Percentage of global workforce surveyed	100%	NM	NM	
1.8.4	Percentage of global workforce with works council, trade union or similar employee representative body	46%	40%	47%	↗
1.8.5	Percentage of workforce covered by collective bargaining	41%	24%	NM	↗

EMPLOYEE ENGAGEMENT

In October 2011, AEGON carried out a global employee engagement survey. The survey was sent to all employees worldwide. A total of 78% responded. As part of the survey, AEGON measured both engagement (the degree of employee commitment to the company) and empowerment (the extent to which employees feel able to carry out their work effectively). AEGON will use results from the survey to address specific areas at local and company levels where improvement is needed. Results were benchmarked against both industry averages and highest performers from outside the financial sector. AEGON plans a second survey in early 2013. Prior to 2011, employee satisfaction and engagement surveys were carried out at a local level only.

EMPLOYEE REPRESENTATION

During 2011, works councils or other employee representative bodies met regularly in the following countries: United Kingdom, the Netherlands, Hungary, Poland and China. Trade unions Unite and Aegis are both represented on AEGON's European Works Council. This Council met twice in 2011 and discussed a number of issues, including AEGON's business strategy, diversity and non-discrimination and job losses as a result of restructuring.

HUMAN RIGHTS

AEGON has had a human rights policy in place since 2007. As part of this policy, AEGON is guided by the UN Universal Declaration of Human Rights, as well as the core standards of the International Labor Organization and the principles on human rights and labor standards contained in the UN Global Compact. This policy applies to all business operations where AEGON has management control. All the countries in which AEGON has significant businesses are listed as "free" by Freedom House, the non-governmental organization that promotes democracy and human rights, with three exceptions: Mexico, Turkey (partly free) and China (not free).

COLLECTIVE BARGAINING

AEGON has collective bargaining agreements with trade unions or other, similar employee representative bodies in the following countries: the United Kingdom, the Netherlands, Slovakia and Hungary.

2	OUR BUSINESS	2011	2010	2009	Trend (2011 vs. 2010)
2.1	Financial performance				
2.1.1	New life sales (EUR million)	1,835	2,081	2,050	↘
2.1.2	Gross deposits (EUR million)	31,688	32,578	23,630	↘
2.1.3	Total charges (EUR million)	30,899	47,306	46,896	↘
2.1.4	Underlying earnings before tax (EUR million)	1,522	1,833	1,185	↘
2.1.5	Net income (EUR million)	872	1,760	204	↘
2.1.6	Embedded value (EUR billion)	Please see note below	18.9	17.8	
2.1.7	Return on equity	6.7%	8.6%	5.1%	↘

AEGON'S FINANCIAL PERFORMANCE

AEGON's earnings were affected by difficult market conditions in 2011, particularly lower interest rates and lower equity markets. AEGON also had to meet significant costs to restructure the company's businesses in the United States, the Netherlands and the United Kingdom.

- For further details of AEGON's financial performance, please refer to the 2011 Annual Report, available at www.aegon.com.
- Please note that AEGON will publish its 2011 embedded value on May 10, 2012. Embedded value figures for 2010 and 2009 are unaudited, but were reviewed externally by Towers Perrin.

2	OUR BUSINESS	2011	2010	2009	Trend (2011 vs. 2010)
2.2	Responsible investment				
2.2.1	Revenue-generating investments (EUR billion)	423.5	413.2	361.0	↗
2.2.2	Total SRI ¹ assets under management (EUR million)	1,187	1,224	940	↘
2.2.3	SRI assets as % of total revenue-generating investments	0.28%	0.30%	0.26%	↘
2.2.4	Number of companies engaged as part of responsible investment approach	227	147	NM	↗

¹ SRI: Socially Responsible Investments.

AEGON'S APPROACH TO RESPONSIBLE INVESTMENT

Through its investments, AEGON has a responsibility not only to customers and policyholders but also, wherever possible, to promote sustainable development and economic and social well-being. In 2011, AEGON adopted a company-wide Responsible Investment policy, which defines standards in areas such as the environment, corporate governance and human rights. These standards provide the basis for engagement with the companies in which AEGON invests. The policy applies both to assets owned by AEGON and, where possible, those assets managed by third party clients. AEGON has been a signatory to the UN Principles for Responsible Investment since February 2011.

For further details, please refer to the company's 2011 Review; a copy of AEGON's Responsible Investment Policy is available at www.aegon.com.

ENGAGEMENT

In 2011, AEGON engaged with the management of 227 companies as part of its responsible investment policy. This engagement ranged from basic and moderate to extensive. Engagement covered a variety of topics, including safety in the oil and gas industry, regulatory issues, the manufacture of controversial weapons, sustainability performance and corporate reporting. The majority of companies AEGON engaged with operate in the industrial, mining or energy sectors.

SOCIALLY RESPONSIBLE INVESTMENT FUNDS

AEGON has separate Socially Responsible Investment funds in the United Kingdom, the Netherlands and Hungary. Assets under management in these funds declined by 3% in 2011 - a result of increased market volatility and significant outflows from AEGON's two SRI funds in the Netherlands. These outflows followed AEGON's decision to switch its Dutch employee pension investments from equity to fixed income. Employee pension investments had represented the majority of assets under management in these two funds. Figures do not include the AEGON Industrial Fund Management Company's (AIFMC) SRI fund in China, which at the end of 2011 had just under EUR 550 million in assets under management. AIFMC also has a Green Investment Fund with a further EUR 180 million under management.

2	OUR BUSINESS	2011	2010	2009	Trend (2011 vs. 2010)
2.3	Share performance				
2.3.1	Closing price, Amsterdam Stock Exchange (Dec. 31) (EUR)	3.10	4.58	4.54	↘
2.3.2	Total dividend payments / share (EUR)	0.10 (proposed)	0	0	↗
2.3.3	Total shareholder return	(32%)	1.0%	(0.3%)	↘
2.3.4	Earnings per share (EUR)	0.34	0.83	(0.16)	↘
2.3.5	Number of meetings held during the year with investors	500	460	600	↗

AEGON'S SHARE PRICE

AEGON's share price declined by approximately 32% last year. The decline was due mainly to the impact of the euro zone debt crisis, low interest rates and fears of a further downturn in the world's major economies.

DIVIDEND PAYMENTS TO SHAREHOLDERS

Dividend payments depend on AEGON's cash flow and the company's overall capital position. AEGON has not been able to pay dividends on its common shares since 2009 because of the outstanding capital from the Dutch State. Now that this loan has been repaid, AEGON's proposal - barring unforeseen circumstances - is to pay a dividend to common shareholders related to the second half of 2011 of EUR 0.10.

Earnings per share for 2011 excludes premiums paid as part of the 2008 capital support agreement with the Dutch State. Including these premiums, AEGON made a loss per share of EUR 0.06.

2	OUR BUSINESS	2011	2010	2009	Trend (2011 vs. 2010)
2.4	Tax				
2.4.1	Total tax payment (EUR million)	(374.6)	(274.1)	345.1	↗
	By country:				
	■ Americas	(52.2)	64.2	341.8	
	■ The Netherlands	(270.2)	(264.8)	79.2	
	■ United Kingdom	(28.8)	(47.3)	(46.0)	
	■ Others	(23.4)	(26.2)	(29.9)	

TAX

For information, please note that there is often no direct correlation between earnings for any given year and amounts paid or received in tax.

2	OUR BUSINESS	2011	2010	2009	Trend (2011 vs. 2010)
2.5	Credit ratings (AEGON N.V. - year-end)				
2.5.1	Standard & Poor's senior debt rating	A- (Outlook: Stable)	A-	A-	↔
2.5.2	Moody's Investors Service senior debt rating	A3 (Stable)	A3	A3	↔
2.5.3	Fitch senior debt rating	A- (Stable)	A-	A	↔

CREDIT RATINGS

Ratings refer to the parent company AEGON N.V. only. For further information, please refer to AEGON's 2011 Annual Report, available at www.aegon.com. Throughout recent economic turmoil, AEGON has been able to maintain strong insurance financial strength ratings for its main operating units in the United States, the Netherlands and the United Kingdom. These strong financial strength ratings reflect continued confidence in the company and its ability to meet its long-term obligations to customers and other stakeholders. In August 2011, the outlook on AEGON's credit ratings was upgraded from "negative" to "stable".

2	OUR BUSINESS	2011	2010	2009	Trend (2011 vs. 2010)
2.6	Suppliers & distributors				
2.6.1	Amount spent on goods and services (EUR billion)	1.48	1.47	1.47	↗
2.6.2	Incidents of fraud involving intermediaries	35	50	40	↘
2.6.3	Incidents of fraud involving third parties	670	443	374	↗

MINIMUM STANDARDS FOR INTERMEDIARIES

AEGON has systems in place at a local level to ensure intermediaries act in accordance with the company's codes and minimum standards. These include signed contracts and agreed codes of behavior and ethics. In some businesses, AEGON has advisory councils or committees that oversee the implementation of minimum standards for brokers, agents and other intermediaries.

MARKET CONDUCT PRINCIPLES

In addition to local systems, AEGON has also introduced market conduct principles - a set of ground rules that help ensure open, fair and honest treatment of the company's customers. The principles are based, in part, on a number of existing initiatives, including the "Treating Customers Fairly" initiative in the United Kingdom and the principles issued by the Insurance Marketplace Standards Association in the United States. AEGON's new market conduct principles will be rolled out gradually to businesses worldwide over the coming months. The principles are aimed at ensuring AEGON provides effective products, with clear, easy-to-understand information and advice, and that products and services are fully tailored to the needs of the customer.

SUPPLY CHAIN

As a provider of long-term financial products, AEGON has relatively few social, environmental or economic risks associated with its supply chain. Primary responsibility for supply chain management rests with AEGON's country and operating units. Many of these units apply locally-determined standards when selecting suppliers.

DETECTING FRAUD

AEGON has measures in place to deter fraud among employees and intermediaries. These include mandatory training, as well as programs to raise awareness of issues such as money laundering, insider dealing and financing of international terrorism. Provisions to tackle fraud are also contained in AEGON's Code of Conduct, Business Principles and Global Financial Crime Notification and Reporting Procedure. In addition, all employees have access to the Global Ethics Line (or S.H.A.R.E in the United States), which allows them to report suspected crimes or violations of the company's codes in confidence, 24 hours a day. In 2011, there was an increase in reported cases of fraud and attempted fraud involving third parties. This increase was the result of two main factors:

- ◆ Better identification and reporting, particularly in the United States.
- ◆ An increase in the number of attempted fraud cases online in the Netherlands.

2	OUR BUSINESS	2011	2010	2009	Trend (2011 vs. 2010)
2.7	Brand & customers				
2.7.1	Claims and benefits paid during the year (EUR billion)	16.9	18.9	16.3	↘
2.7.2	Brand value (USD billion)	3.9	4.0	3.3	↘
2.7.3	Spending on sponsorships (EUR million)	22	20	25	↗
2.7.4	Number of customers and policyholders	47 million	43 million*	40 million	↗
2.7.5	Percentage of customers in AEGON's three main markets (US, the Netherlands and UK)	89%	88%	88%	↗
2.7.6	Customer satisfaction	76	72	79	↗
	◆ Net Promoter Score (% of business using NPS as its measure for customer loyalty)	55%	NM	NM	
2.7.7	Total complaints	82,314	53,470	64,963	↗
	◆ As % of total customers and policyholders	0.2%	0.1%	0.2%	

* Please note that the 2010 figure for total customers and policyholders has been restated to include holders of group policies.

GLOBAL BRAND & CUSTOMER COUNCIL

AEGON's brand is managed through the company's Global Brand & Customer Council, set up in 2011. Members of the Council are drawn from the company's businesses worldwide. In recent years, AEGON has taken an increasingly integrated approach to brand management. The company now operates under two main brand names: AEGON in Europe and Asia, and Transamerica in the United States and Canada. To support the brand, AEGON sponsors a number of individuals and sporting organizations, including Dutch soccer club Ajax. AEGON is also the lead sponsor of British tennis, and the US golfer Zach Johnson.

AEGON'S BRAND VALUE

AEGON's brand value declined by 2.8% last year, according to the independent research firm Brand Finance. The decline was due, in part, to the effects of the global financial crisis. AEGON is currently developing a set of key brand performance indicators, which the company expects to introduce by the end of the second quarter of 2012. These indicators will cover brand awareness and brand preference. AEGON also intends to benchmark brand performance against peers.

AEGON PRODUCTS AND SERVICES

AEGON provides life insurance, pensions and asset management services to individuals, families, companies and institutions. AEGON's products are either sold directly to customers or via intermediaries, such as brokers, agents, banks or financial advisors. Most AEGON country and operating units also provide product information and other services online, reducing transaction costs and the need for printed materials. AEGON's commitment is to clear, effective and easy-to-understand products that will help customers plan for their financial future. AEGON also has products specifically aimed at socially vulnerable groups or those on low incomes. The company regularly reviews products sold in previous years and, where necessary, will amend or modify the terms of those products, often in response to customer feedback.

MEASURING CUSTOMER LOYALTY

AEGON has now adopted the Net Promoter Score as its preferred measure of customer loyalty; at the end of 2011, 55% of AEGON's businesses had already introduced NPS. This figure is expected to rise to 70% by the end of 2012. AEGON's businesses in Spain, China, Poland and Hungary all introduced NPS during the course of 2011. AEGON also publishes an annual index, which tracks customer satisfaction across the company's operating units. In 2011, this index rose 5.6% to 76 points thanks mainly to an increase in overall satisfaction in both the United Kingdom and the Netherlands. The index is an average of individual operating units' scores for

customer satisfaction, weighted by revenue and based on a scale of 1-100. In 2011, the index covered AEGON operations in China, Hungary, the Netherlands, Poland, Spain and the United Kingdom, but excluded the United States, where units measure customer satisfaction separately.

CUSTOMER COMPLAINTS

The number of customer complaints rose significantly in 2011, but this was due mainly to a change in reporting in the Netherlands, which allowed for a much wider definition than previously and a more effective registration of complaints. The change was part of a broader strategy to improve customer service and customer loyalty in the Netherlands.

CUSTOMERS ON LOW INCOMES

Like many other insurance companies, AEGON has contractual measures in place to help those customers who find themselves on low incomes and, often through no fault of their own, are unable to maintain payments. These measures include lower premium payments, grace periods, contribution breaks and loans or, in some cases, reducing coverage offered by a particular policy. AEGON also offers products specifically targeted at customers on low incomes, including low-cost life insurance and savings products in Spain, the Netherlands and Hungary and membership products in the United States, which provide customers with rebates on food, energy and other household essentials.

KNOW YOUR CUSTOMER

AEGON has a practice of "Know Your Customer" at its businesses, or conducts regular reviews to ensure customers are given the right financial advice and offered products that meet their requirements. This practice also enables AEGON to detect errors and anomalies more quickly and helps in the fight against fraud and money laundering.

FINANCIAL LITERACY

AEGON supports various programs to improve standards of financial education in its local markets. These include the "Step Up For Students" program in the United States and pension surgeries in the Netherlands, as well as sponsoring media and other academic research projects. AEGON also supports financial education initiatives through various industry bodies and organizations.

3	WIDER COMMUNITY	2011	2010	2009	Trend (2011 vs. 2010)
3.1	Environment				
3.1.1	CO ₂ emissions (metric tons)	109,771	113,565	111,384	↘
	■ Per employee (kilograms)	4,341	4,134	3,927	↗
3.1.2	CO ₂ emissions from energy use (metric tons)	96,207	100,125	99,045	↘
3.1.3	CO ₂ emissions from business travel (metric tons)	13,564	13,440	12,339	↗
3.1.4	Electricity consumption (GwH)	166.1	173.1	173.7	↘
	Equivalent in megajoules (million)	598.1	623.5	625.6	↘
3.1.5	■ Per employee (KwH)	6,570	6,304	6,126	↗
3.1.6	Gas consumption (million m ³)	3.8	4.0	3.7	↘
	Equivalent in megajoules (million)	144.7	153.6	143.2	↘
3.1.7	■ Per employee (m ³)	149.4	145.9	131.8	↗
3.1.8	Water use (m ³)	380,560	478,892	429,882	↘
3.1.9	■ Per employee (liters / day)	65.4	75.9	68.2	↘
3.1.10	Paper consumption (metric tons)	6,711	4,401	5,077	↗
3.1.11	■ Per employee (kilograms)	265	160	179	↗
3.1.12	Use of recycled paper	16%	38%	20%	↘
3.1.13	Production of waste (metric tons)	3,339	4,418	3,660	↘
3.1.14	■ Per employee (kilograms)	132.0	160.8	129.0	↘
3.1.15	■ Recycled waste as % of total	31%	69%	58%	↘
3.1.16	Business air travel (millions of km)	120.7	115.7	107.0	↗

AEGON'S IMPACT ON THE ENVIRONMENT

As an office-based company, AEGON's direct effect on the environment is relatively minor. The company does however invest in sectors and industries with a much greater potential impact, including mining, oil and gas, manufacturing and retail. Consequently, consideration for the environment is incorporated into AEGON's Responsible Investment Policy, which was introduced in 2011. Environmental issues are discussed regularly as part of AEGON's engagement with those companies in which it invests.

AEGON'S ENVIRONMENTAL POLICY AND CARBON FOOTPRINT

AEGON has a company-wide environmental policy, which stresses the importance of respecting the environment, conserving energy and eliminating waste. AEGON's aim is to reduce emissions of carbon dioxide from its main owner-occupied and rental buildings in the United States, the Netherlands and the United Kingdom by 10% over a three-year period to the end of 2012. In 2011, emissions of CO₂ from business travel and all AEGON buildings worldwide decreased by 3.3% due mainly to a reduction in staff and to lower overall electricity and gas consumption. AEGON expects to meet its 2012 target as planned.

- Please note that AEGON has restated both electricity and gas consumption for 2010 and 2009. This reflects a change in reporting system in the United States and a previous misstatement of gas use in the United Kingdom. AEGON has consequently also restated numbers for CO₂ emissions for the same years.

USE OF OTHER RAW MATERIALS

Paper consumption rose sharply in 2011, mainly as a result of a significant increase in reporting scope in the United States. Outside the United States, paper use declined by 15% due to an increase in electronic correspondence and improved staff awareness. Paper use in 2010 was restated to account for the inclusion in Poland of printing materials outsourced to third parties. Water use meanwhile decreased by almost 21% - the result of continued efforts to curb consumption and the sale of one of the company's main office buildings in Baltimore.

- Figures for water use in 2010 and 2009 have been restated to reflect a change in reporting scope in the United States.

ENVIRONMENTAL INITIATIVES

During 2011, AEGON introduced a number of local initiatives to further reduce consumption of energy and other raw materials. These initiatives included:

- More efficient cooling, heating and lighting systems in both the Netherlands and the United States.
- Switch to digital correspondence to reduce paper use.
- Introduction of new recycling programs in Turkey, the United States, the Netherlands and the United Kingdom.
- Increased use of video-conferencing in Poland and Hungary as well as tighter rules to reduce business travel in the United Kingdom.

ENVIRONMENTAL MANAGEMENT SYSTEMS

AEGON has specific environmental management systems in place at its offices in the Netherlands, the United Kingdom and Spain; operations in both the Netherlands and the United Kingdom have been certified ISO 14001 compliant.

3	WIDER COMMUNITY	2011	2010	2009	Trend (2011 vs. 2010)
3.2	Community support				
3.2.1	Total charitable donations (EUR million)	6.5	6.6	7.3	↘
	<ul style="list-style-type: none"> As % of net income 	0.8	0.4	3.6	↗
	By category:				
	<ul style="list-style-type: none"> Arts & Culture Civic & Community Education & Sport Health & Safety Social Services United Way 	15%	14%	10%	
	By country / region:				
	<ul style="list-style-type: none"> United States Holding / Corporate Center The Netherlands United Kingdom Central & Eastern Europe Canada Others 	61.9%	61.1%	64.9%	
		19.6%	19.0%	12.7%	
		7.9%	7.3%	8.3%	
		1.4%	2.4%	2.4%	
		5.5%	6.2%	3.9%	
		3.0%	3.3%	5.8%	
		0.7%	1.6%	2.0%	
3.2.3	Significant fines to redress cases of mis-selling	None	None	None	↔

AEGON'S APPROACH TO CHARITABLE DONATIONS

AEGON devolves considerable responsibility for charitable donations to its country and operating units. This enables AEGON to support causes important to the local communities in which the company operates. At the beginning of 2011, AEGON introduced a company-wide donations policy, which sets out minimum guidelines and standards for charitable donations. Under this policy, AEGON's aim is to direct most of its donations to three main areas: health, welfare and literacy. In the United States and Spain, AEGON also grants employees paid time-off for volunteer work.

AEGON's total donations decreased by 1.2% in 2011 - as a result of lower spending in the United Kingdom, Hungary and Canada, which was partly offset by increases in the Netherlands and the United States. In 2011, the five leading recipients of funding from AEGON were:

- University of Iowa Foundation (United States) - EUR 385,149
- Japanese Red Cross (Japan) - EUR 250,000 (including EUR 125,000 in employee contributions)
- Alzheimer Center / Investment Fund for Health (The Netherlands) - EUR 250,000
- Utrecht University Medical Center, cancer research (The Netherlands) - EUR 243,950
- Vrije Universiteit Medical Center Amsterdam, cancer research (The Netherlands) - EUR 205,000

POLITICAL CONTRIBUTIONS

With regard to political donations, AEGON respects laws in force in each of its markets. Outside the United States, AEGON does not make donations to political parties, governments or candidates for public office. In the United States, in common with many other companies, AEGON has a Political Action Committee (PAC), which pools voluntary contributions from employees to support candidates for federal and state legislative office. The PAC's contributions are a matter of public record, and are available from the website of the Federal Election Commission (www.fec.gov). In addition to the PAC, AEGON companies in the United States may also make donations to candidates or separate trade association PACs in states that allow corporate contributions. US campaign finance laws prohibit companies from making donations to federal candidates. AEGON also has a Citizen Action Network that provides information on proposed legislation affecting the insurance and pension industry in the United States and takes part in "Get out and vote" campaigns to encourage employees to vote at local and national elections.

ASSURANCE

This report is based on information and data from AEGON's country and operating units. All information is aggregated and reported on a company-wide basis, subject to internal verification. In addition, the report is reviewed by AEGON's external auditor, Ernst & Young Accountants LLP. For the statement of the auditor, please see below.

INDEPENDENT ASSURANCE REPORT ON THE 2011 REVIEW AND SUPPLEMENT TO THE 2011 REVIEW

To the management of AEGON N.V.

INTRODUCTION

We have examined the information in the accompanying integrated 2011 Review and Supplement to the 2011 Review of AEGON N.V. (collectively referred to as "2011 Review") The Management Board of AEGON N.V. is responsible for the preparation of the information, stakeholder engagement and the selection of material topics in accordance with the criteria applied. The decisions made by management in respect of the scope of the 2011 Review and the internal reporting guidelines are set forth in the section entitled "Appendix III: Global Reporting Initiative" in the Supplement to the 2011 Review from page 24. Our responsibility is to provide limited assurance on the information included in the 2011 Review. Our engagement did not include providing any assurance relating to future information such as estimates, expectations or targets, or their achievability.

CRITERIA APPLIED

AEGON N.V. applies the G3 guidelines of the Global Reporting Initiative supported with the internal reporting guidelines as described in the Reporting Policy in Appendix III of the Supplement to the 2011 Review. It is important to view the performance data in the context of these criteria. We believe that these criteria are suitable in the view of the purpose of our assurance engagement.

PROCEDURES PERFORMED

We conducted our engagement in accordance with Dutch law, including the Dutch Standards 3410N, "Assurance Engagements with respect to Sustainability Reports". Procedures to obtain limited level of assurance are less extensive than those for a reasonable level of assurance and therefore less assurance is provided.

The main procedures that we have performed with respect to the 2011 Review are:

- Assessing the acceptability of the reporting policies used and their consistent application, as well as reviewing significant estimates and calculations made in preparing the information in the integrated 2011 Review.
 - Obtaining an understanding of the sector, the organization and its most relevant corporate social responsibility issues.
 - Obtaining an understanding of the design and existence of processes used to collect, process and consolidate the reported information, including the consolidation process.
- Reviewing based on a risk analysis the plausibility of the sustainability information contained in AEGON's integrated 2011 Review by performing analytical procedures, conducting interviews with responsible company officers, checking the substantiations of this information on a test basis, as well as reviewing relevant corporate documents and external sources AEGON used as source for its reporting.
- Evaluating whether the financial information is properly derived from the Form 20-F.
- Evaluating the sufficiency of the sustainability information in the integrated 2011 Review of AEGON and its overall presentation against the criteria mentioned above.

We believe that the assurance evidence we have obtained is sufficient and appropriate to provide a basis for our conclusion.

CONCLUSION

Based on our examination of the Information included in the integrated 2011 Review, nothing came to our attention that causes us to believe that the Information is not, in all material respects, fairly stated in accordance with the Sustainability Reporting Guidelines (G3) of the Global Reporting Initiative and the internal reporting criteria as described in Appendix III of the Supplement to the 2011 Review.

Zwolle, the Netherlands
23 March 2012

Signed by D.A. de Waard

APPENDICES

APPENDIX I: STAKEHOLDER FRAMEWORK & ENGAGEMENT

AEGON uses a stakeholder framework to help define its approach to sustainability and identify issues of material importance to the company. This framework is based on dialogue with AEGON's main stakeholder groups as well as internal assessments. Results of this dialogue with stakeholders are regularly communicated to AEGON's Management Board and other members of the company's senior management.

OUR STAKEHOLDERS:

Stakeholder group	Direct relationship	Indirect relationship
Customers	<ul style="list-style-type: none"> ■ Policyholders, savers and other individual investors ■ Pensioners ■ Companies and multinational corporations ■ Other institutional clients ■ Potential customers 	<ul style="list-style-type: none"> ■ Consumer associations ■ Single issue and special interest groups
Employees	<ul style="list-style-type: none"> ■ Full-time and part-time employees ■ Tied agents ■ Former employees and jobseekers 	<ul style="list-style-type: none"> ■ Trade unions and other employee representative bodies
Business partners	<ul style="list-style-type: none"> ■ Joint venture partners ■ Banks, financial advisors, brokers, agents and other financial intermediaries ■ Suppliers of goods and services 	<ul style="list-style-type: none"> ■ Industry associations and other forums
Investors	<ul style="list-style-type: none"> ■ Retail shareholders ■ Institutional investors and other bondholders ■ Financial analysts 	<ul style="list-style-type: none"> ■ Shareholder and other investor representative groups ■ Financial rating agencies
Wider community	<ul style="list-style-type: none"> ■ Charitable organizations ■ Non-governmental and humanitarian organizations ■ Individuals and organizations sponsored by AEGON ■ Governments and regulators 	<ul style="list-style-type: none"> ■ International and governmental bodies and associations ■ Organizations issuing rules and guidelines implemented by AEGON ■ Sustainability rating agencies

AEGON'S STAKEHOLDER REVIEW

In 2011, AEGON held its fourth annual Stakeholder Review. The purpose of this review was:

- To identify which issues are the most important both for the company and its stakeholders.
- To involve leading stakeholders more closely in the reporting process.
- To strengthen external assurance, improve reporting, and act as a guide to future initiatives and projects.

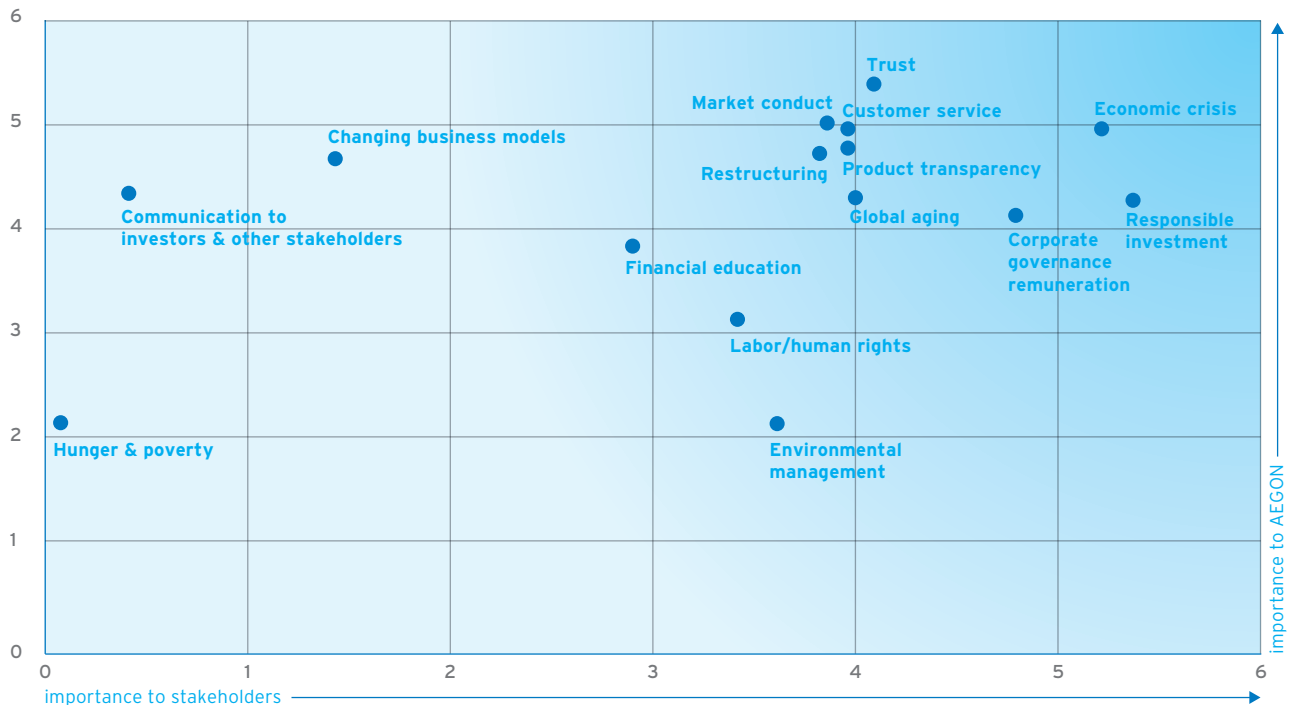
As part of the 2011 Review, nine leading stakeholders were interviewed, including investors, peers and industry experts, as well as representatives of both customers and employees. These interviews were conducted in November and December 2011 by Steward Redqueen, an independent consulting firm.

The Review made a number of recommendations with regard to AEGON's sustainability and non-financial reporting:

Recommendation	AEGON's response
Focus more on quantitative targets and report progress against those targets.	AEGON has begun work on developing a limited set of key sustainability indicators, which will lead to setting specific targets in priority areas. Further work is required however, and the introduction of new KPIs is unlikely before the beginning of 2013.
Seize the opportunity provided by integrated reporting to link sustainability to the core business.	For the first time this year, AEGON is issuing an "integrated" Review, which reports on the company's financial and non-financial performance, and explains the link between sustainability and AEGON's overall business objectives.
Make the reporting more concise.	This year, AEGON is publishing two reports: the present supplement and the Review, which is approximately half the length of the 2010 Sustainability Report.
Explain the company's vision on key trends and developments.	AEGON has included a section in its Review entitled "How our business is changing", which describes the changing market environment, the main risks and opportunities resulting from these changes and the company's response to them.
Define the main audience for the report and focus on information suitable for that audience.	AEGON sees the Review and Supplement as a key part of its dialogue with stakeholders - as a way of reporting progress and as a basis for further engagement. As a result, AEGON has tried to provide information relevant to each of its main stakeholder groups in as open and accessible a manner as possible.

AEGON uses findings from its Stakeholder Review to help determine issues of importance both to the company and its stakeholders. Each year, these issues are plotted on a "matrix", which forms a basis for AEGON's sustainability reporting and helps define the company's approach to emerging risks and opportunities. As well as the Stakeholder Review, the "matrix" also reflects information from a number of other sources, including internal interviews with members of the company's Management Board and other senior managers.

AEGON materiality matrix 2011



METHODOLOGY

This matrix is based on internal assessments and interviews conducted as part of AEGON's 2011 Stakeholder Review. The importance of issues was assessed using a scale of 0-6 (six being the most important, 0 the least).

APPENDIX II: EXTERNAL ASSESSMENTS OF AEGON'S PERFORMANCE

Rating agency	Latest assessment
Dow Jones Sustainability index / SAM	In 2011, AEGON maintained its position in the Dow Jones Sustainability World Index, but lost its place in the European index. AEGON has been a member of the World Index for the past 12 years. AEGON's overall SAM assessment score improved by one point to 71 points, but dropped 1 point compared with the average for the insurance industry as a whole.
Transparency Benchmark	AEGON ranked 8 th overall in the Dutch government's Transparency Benchmark in 2011, up from 20 th the previous year. AEGON was the highest ranked financial services company and the only one to feature in the ten leading companies.
FTSE4Good / EIRIS	AEGON was again included in the FTSE4Good index in 2011. AEGON has been a member of this index for the past 12 years.
Goldman Sachs	AEGON ranked joint 5 th in investment bank Goldman Sachs' survey of leading European insurers' management of environmental, social and governance issues, published in January 2011.
Oekom Research	Oekom's latest assessment, carried out in 2010, rated AEGON as "C Prime", in line with most of its industry peers.
Sustainalytics	In 2011, AEGON's assessment score from Sustainalytics improved 8% to 65. AEGON currently ranks 10 th in Sustainalytics' assessment of 107 insurance companies around the world.
Vigeo	In 2010, AEGON lost its place in Vigeo's Advanced Sustainable Performance Index, following an annual review. AEGON is currently working with Vigeo on its latest assessment, which will be published later in 2012.

APPENDIX III: GLOBAL REPORTING INITIATIVE

This report is based on the Global Reporting Initiative (GRI) G3 guidelines, and covers GRI indicators relating to AEGON's main activities and business. The GRI assesses the Application Level of this report as A+. For more information on the GRI and its Application Levels, please refer to the GRI website at www.globalreporting.org. Tables below provide further information on how AEGON applies the principles and guidelines of the GRI in its reporting.

GRI principle	What's behind the principle?	How does AEGON apply this principle?
Materiality	Information in the report covers topics and indicators that reflect the organization's significant economic, environmental and social impact, or that substantively influence the decisions of stakeholders. Materiality is the threshold at which an issue or indicator becomes sufficiently important that it should be reported.	AEGON uses a "materiality matrix" to help determine issues of relevance to the company and its stakeholders. This matrix is based on interviews with leading stakeholders, members of the company's Management Board and other senior managers within the organization. A copy of the matrix may be found on page 22 of this Supplement.
Stakeholder inclusiveness	The selection of key performance indicators and the content of the report draw on the outcomes of a stakeholder engagement process.	AEGON assesses all recommendations from its annual Stakeholder Review and, where possible, incorporates them into the company's reporting process. In addition, AEGON engages regularly with stakeholders at an individual country and operating unit level. Results of this engagement are collated at a group level, and similarly incorporated into the sustainability reporting process.
Sustainability content	The report presents the organization's performance in the wider context of sustainability. The report should seek to present performance in relation to broader concepts of sustainability. The organization's own sustainability and business organization should be made clear.	AEGON's 2011 Review includes an overview of the social, economic and financial context in which the company is operating. The Review also contains an assessment of potential risks and opportunities arising from social and economic change. In this Supplement, there is also information on both AEGON's sustainability governance and the company's reporting structure.

GRI principle	What's behind the principle?	How does AEGON apply this principle?
Completeness	The coverage of material topics, key performance indicators and definitions of the scope of the report are sufficient to reflect significant economic, environmental and social impacts, and enable stakeholders to assess the organization's performance during the reporting period.	AEGON has provided an overview of key events for the year in the company's Review. The Review also gives extensive details of AEGON's relations with its main stakeholder groups: customers, investors, employees, business partners and the wider community. In addition, this Supplement covers both stakeholder engagement and its role in AEGON's reporting processes. There is also disclosure of reports written by external parties on the company's sustainability performance.
Balance	The report discusses both favorable and unfavorable results and topics. Information is presented in a format that allows users to see positive and negative trends in performance on a year-to-year basis.	AEGON has endeavored to address favorable and unfavorable subjects in both its Review and this Supplement in line with the company's "materiality matrix".
Comparability	Information in the report can be compared on a year-to-year basis. The organization's performance can be compared with appropriate benchmarks. Where available, generally accepted protocols for compiling, measuring and presenting information, including the GRI Technical Protocols for Indicators are used.	This Supplement includes an update on progress made since the end of 2010 on AEGON's key sustainability objectives. Wherever possible, in both the Review and this Supplement, figures are presented on a comparable, year-on-year basis. Details are also included of AEGON's membership of internationally-recognized sustainability indexes.
Accuracy	The data measurement techniques and bases for calculation are adequately described, and can be replicated with similar results. The report indicates which data has been estimated and which are the underlying assumptions and techniques used to produce these estimates.	AEGON has a rigorous system of internal verification for all data and information appearing in the Sustainability Report. In addition, this report was reviewed by a team from Ernst & Young. Wherever relevant, explanations are provided with regard to methodology and the sourcing of information.
Timeliness	Information is recent relative to the reporting period. Information clearly indicates the time period to which it relates, when it will be updated, and when the last updates were made.	Information included both in this Supplement and AEGON's Review refers to the year 2011, unless otherwise stated. Financial data is taken from AEGON's 2011 Annual Report. The contents were based on comprehensive reporting from AEGON's individual country and operating units. This reporting took place between January and March 2012. AEGON publishes its Review and Supplement around the same time as the publication of the company's Annual Report and ahead of the annual General Meeting of Shareholders, which takes place in May.
Clarity	The report avoids technical terms or other content likely to be unfamiliar to stakeholders. The report contains the level of information required by stakeholders, but avoids excessive and unnecessary details.	Recommendations from AEGON's annual Stakeholder Review are used to help determine the contents of the Review and this Supplement. Wherever possible, explanations are provided with regard to methodology and the sourcing of any external information used.
Reliability	The original source of the information in the report can be identified by the organization. Reliable evidence to support assumptions or complex calculations can be identified by the organization. Representation is available from the original data or information owners.	Where relevant, sources of third party information are provided. AEGON's Review and Supplement are reviewed by Ernst & Young.

STRATEGY AND ANALYSES

		Reference	
		2011 Review	This Supplement
		(page reference)	(page reference)
1.1	CEO statement	page 6	page 3
1.2	Key impacts, risks and opportunities	pages 10, 12, 43	page 4

ORGANIZATIONAL PROFILE

		Reference	
		2011 Review	This Supplement
		(page reference)	(page reference)
2.1	Name organization	page 5	Cover
2.2	Products and services	page 8	page 16
2.3	Operational structure	pages 5, 8, 40	pages 6, 7
2.4	Location headquarters	page 5	
2.5	Countries located	page 5	
2.6	Nature of ownership and legal form	page 40	
2.7	Markets	page 5	
2.8	Size of operations	pages 5, 57	
2.9	Organizational changes	pages 10, 12	page 4
2.10	Awards	As a matter of policy, AEGON does not include awards in its Review or Supplement, unless material to a particular project or initiative.	

REPORTING PARAMETERS

		Reference	
		2011 Review	This Supplement
		(page reference)	(page reference)
3.1	Reporting period	pages 30, 62	page 8
3.2	Previous report	page 62	page 8
3.3	Reporting cycle	page 62	page 8
3.4	Contact person(s)	page 63	page 41
3.5	Process report content	page 62	pages 8, 21, 22
3.6	Scope	page 62	page 8
3.7	Scope limitations	page 62	page 8
3.8	Basis for reporting on joint ventures.	page 62	page 8
3.9	Data measurement techniques.		page 8
3.10	Restatements	pages 60, 61	pages 16, 17, 18
3.11	Reporting changes	pages 60, 61	pages 16, 17, 18
3.12	Standard disclosures	page 64	pages 23, 40
3.13	Policy external assurance	page 62	page 20

GOVERNANCE, COMMITMENT AND ENGAGEMENT

		Reference	
		2011 Review (page reference)	This Supplement (page reference)
4.1	Governance structure	page 40	
4.2	Chair of the highest governance body	page 38	
4.3	Independent members	page 40	
4.4	Mechanisms for shareholders and employees	page 40	
4.5	Compensation highest governance body	Please refer also to AEGON's 2011 Annual Report, available at www.aegon.com .	
4.6	Processes to ensure conflicts of interest are avoided	Under the terms of AEGON's Executive Board remuneration policy, payment of variable compensation is linked to both financial and non-financial indicators, including social and environmental performance. Please see: <ul style="list-style-type: none"> ■ Executive pay (page 42) ■ Please refer also to AEGON's 2011 Annual Report, available at www.aegon.com. 	
4.7	Expertise highest governance body	page 40	
4.8	Internally developed statements	pages 2, 16, 18, 21, 48	page 38
4.9	Procedures of the highest governance body	page 41	
4.10	Performance, highest governance body's	Please refer to AEGON's 2011 Annual Report, available at www.aegon.com .	
4.11	Precautionary approach	pages 12, 43	
4.12	Externally developed principles.	pages 41, 48	page 38
4.13	Memberships of associations	pages 2, 48	page 38
4.14	List of stakeholder groups		page 21
4.15	Identification and selection of stakeholders		page 21
4.16	Approaches to stakeholder engagement	page 51	page 21
4.17	Key topics through stakeholder engagement	page 51	page 22

DISCLOSURE OF MANAGEMENT APPROACH

		Reference	
		2011 Review (page reference)	This Supplement (page reference)
DMA EC	Disclosure on Management Approach EC		
Aspects	Economic performance	pages 6, 10, 12, 28	
	Market presence	page 6, 12	
	Indirect economic impacts	pages 48, 49, 50	pages 14, 16, 17, 18
DMA EN	Disclosure on Management Approach EN		
Aspects	Materials	page 19	pages 17, 18
	Energy	page 19	pages 17, 18
	Water		pages 17, 18
	Biodiversity	NM	NM
	Emissions, effluents and waste		pages 17, 18
	Products and services	pages 8, 16, 17, 48	page 17
	Compliance	page 40	pages 17, 18
	Transport		pages 17, 18
	Overall		pages 17, 18
	Disclosure on Management Approach LA		
Aspects	Employment	pages 10, 12, 20	pages 8, 9, 10, 11, 13
	Labor / management relations		page 13
	Occupational health & safety	page 20	page 12
	Training and education	page 20	page 10
	Diversity & equal opportunity	page 20	page 9
	Disclosure on Management Approach HR		
Aspects	Investment & procurement practices	page 48	page 14
	Non-discrimination	page 20	page 9
	Freedom of association and collective bargaining		page 13
	Child labor	page 48	page 14
	Forced and compulsory labor	page 48	page 14
	Security practices		
	Indigenous rights	NM	NM
	Disclosure on Management Approach SO		
Aspects	Community	page 50	page 18, 19
	Corruption		page 16
	Public policy		page 19
	Anti-competitive behavior		pages 12, 16
	Compliance	page 40	pages 12, 16
	Disclosure on Management Approach PR		
Aspects	Customer health & safety	NM	NM
	Product and service labeling	pages 8, 17	page 16
	Marketing communications	page 53	
	Customer privacy		pages 15, 17
	Compliance		pages 12, 16

NM: Not material.

ECONOMIC PERFORMANCE INDICATORS

		Reference	
		2011 Review	This Supplement
		(page reference)	(page reference)
EC1	Direct economic value	AEGON reports each year on contributions to charities, non-profit organizations and other community programs. For many of these contributions, it's not possible to place a monetary value on the impact of AEGON's support. Please see pages 20, 30, 50.	
EC2	Financial implications due to climate change	pages 48, 60	pages 17, 18
EC3	Coverage benefit plan obligations		page 11
EC4	Financial assistance received from government	pages 2, 46	
EC5 (add.)	Ratio of standard entry level compared to local minimum wage at significant operations	Because of the nature of AEGON's business, most staff employed by the company are highly skilled. AEGON does not believe this ratio would provide any additional useful or relevant information to its stakeholders. Also see Supplement 1.5 & 1.6 .	
EC6	Policy, practices and proportion of spending on locally-based suppliers at significant operations	As a provider of financial products and services, AEGON does not have a supply chain in the traditional sense. Office supplies and equipment account for most of the company's spending in this area, and are almost exclusively sourced locally. See Supplement 2.6 .	
EC7	Procedures for local hiring and proportion of senior managers hired locally at significant operations	Responsibility for hiring is devolved to individual business and operating units. As a result, nearly all senior managers are employed locally.	
EC8	Development and impact of infrastructure investments and services provided primarily for public benefit through commercial, in-kind or pro bono engagement	AEGON has very few investments in infrastructure projects. The only significant exception is the company's US Real Estate Alternative Portfolio, details of which may be found in the 2011 Review (page 49).	
EC9	Understanding and describing significant indirect economic impacts, including the extent of impacts	AEGON's most significant impact in this area is through the company's investments. AEGON's approach to responsible investment is detailed in the company's 2011 Review (page 48). AEGON also reports other impacts, where significant.	

ENVIRONMENTAL PERFORMANCE INDICATORS

		Reference	
		2011 Review (page reference)	This Supplement (page reference)
EN1	Weight of materials used	page 60	page 17
EN2	Recycled input materials	page 60	page 17
EN3	Direct energy consumption	page 60	page 17
EN4	Indirect energy consumption	page 60	page 17
EN5 (add.)	Energy saved due to conservation and efficiency improvements	pages 2, 19	pages 5, 18
EN6	Initiatives to provide energy efficient or renewable energy requirement as a result of these initiatives	pages 19, 49	page 18
EN7	Initiatives to reduce indirect energy consumption and reductions achieved	pages 19, 48	pages 5, 18
EN8	Total water use	page 60	page 17
EN9	Water sources significantly affected by withdrawal of water	AEGON does not report on this indicator. AEGON is not a significant consumer of water and sources of water are not a significant concern for the company.	
EN10	Percentage and total volume of water recycled and re-used.	AEGON does not report on this indicator. AEGON is not a significant consumer of water.	
EN11	Location of land in protected areas	This indicator is not relevant to AEGON. The company has no business locations or premises in protected areas or areas of outstanding natural beauty.	
EN12	Significant impacts on biodiversity	This indicator is not applicable to AEGON. As a provider of financial services, AEGON's operations do not have significant impact on biodiversity.	
EN13	Habitats protected or restored	As a provider of financial services, AEGON premises are located in urban areas or business districts. The company's operations do not have a significant effect on habitats for wildlife or areas of outstanding natural beauty.	
EN14	Strategies, current actions and future plans for managing impacts on biodiversity	As a provider of financial services, AEGON premises are located in urban areas or business districts. The company's operations do not have a significant effect on habitats for wildlife or areas of outstanding natural beauty.	
EN15	Number of IUCN Red List species and national conservation list species with habitats in areas affected by operations, by level of extinction risk	As a provider of financial services, AEGON premises are located in urban areas or business districts. The company's operations do not have a significant effect on habitats for wildlife or areas of outstanding natural beauty.	
EN16	Direct and indirect greenhouse gas emissions	page 60	page 17
EN17	Other relevant indirect greenhouse gas emissions	page 48	
EN18	Initiatives to reduce greenhouse gas emissions and reductions achieved	page 19	pages 5, 17, 18
EN19	Emissions of ozone-depleting substances	This indicator is not applicable to AEGON. As a provider of financial services, AEGON does not emit CFCs or other ozone-depleting substances. The company is, however, a member of the Carbon Disclosure Project, and regularly measures and reports its emissions of carbon dioxide.	
EN20	NOx, SOx air emissions	As a provider of financial services, AEGON's operations do not emit either nitrous or sulfur oxides.	
EN21	Total water discharge by quality and destination	As an "office-based" company, AEGON does not discharge water as part of an industrial or business process. AEGON does, however, measure and report its consumption of water. The company also takes steps, where possible, to restrict this consumption.	

		Reference	
		2011 Review (page reference)	This Supplement (page reference)
EN22	Total weight of waste	AEGON reports annually on its consumption of paper, as well as on efforts to increase recycling. The company does not, however, report separately on waste IT. This is because the majority of the company's IT equipment is leased, and therefore returned to suppliers when no longer required.	
EN23	Total spills	This indicator is not applicable to AEGON. As a provider of financial services, AEGON operates no industrial or extractive processes that may result in spills of chemicals or other harmful substances.	
EN24	Weight of transported, imported, exported or treated waste deemed hazardous under the terms of the Basel Convention Annexes I, II, III, and VIII, and percentage of transported waste shipped internationally	This indicator is not applicable to AEGON. As a provider of financial services, the company is not involved in the production or transport of hazardous chemicals.	
EN25	Identify, size, protected status and biodiversity value of water bodies and related habitats significantly affected by the reporting organization's discharges of water and run-off	See EN9 and EN13	
EN26	Initiatives to mitigate environmental impacts.	page 19	pages 17, 18
EN27	Products reclaimed at the end of the products' life	This indicator is not applicable. AEGON does not supply physical products that might be recycled or reclaimed at the end of their useful lives.	
EN28	Monetary value of significant fines	page 18	
EN29 (add.)	Significant environmental impacts of transport	page 17	
EN30	Total environmental protection expenditures and investments by type	pages 19, 49	

SOCIAL INDICATORS

		Reference	
		2011 Review	This Supplement
		(page reference)	(page reference)
LA1	Breakdown of total workforce		page 8
LA2	Employee turnover	page 21	page 9
LA3	Benefits provided to full-time employees that are not provided to part-time employees, by major operations	AEGON does not report on this indicator. Generally speaking, part-time employees are offered similar benefits to those working full-time, though some of these benefits are calculated on a pro rata basis according to the number of hours worked.	
LA4	Employees covered by collective bargaining		page 13
LA5	Minimum notice period regarding operational changes, including whether specified in collective bargaining	In this report, AEGON has included details of notice periods and other measures taken to support employees during periods of restructuring, including consultation with trade unions and other employees (see page 21 of the 2011 Review).	
LA6	Percentage of employees represented in formal joint management-worker health committees that help monitor and advise on occupational health and safety problems	AEGON does not report on this indicator. Responsibility for many of AEGON's health and safety programs lies with the company's individual operating units. Health and safety issues are discussed in workers' councils and other similar structures, but information on these discussions is not collated at a company level.	
LA7	Rates of injury, occupational diseases, lost days and absenteeism	pages 21, 60	page 12
LA8	Risk-control programs regarding serious diseases		page 12
LA9	Health and safety topics covered in formal agreements with trade unions	AEGON does not report on this indicator since collective bargaining agreements cover only a minority of the company's employees (41%).	
LA10	Training per employee category	pages 19, 60	page 10
LA11 (add.)	Programs for skills management and life-long learning	pages 19, 42, 60	pages 10, 11
LA12 (add.)	Performance and career development reviews	page 21	pages 10, 11
LA13	Gender breakdown of governance bodies	pages 36, 38, 60	page 9
LA14	Ratio of basic salary of men to women	AEGON does not report on this indicator primarily because the company's individual operating and country units use different grading systems and work scales, making comparison difficult. Details of AEGON's policies with regard to diversity and non-discrimination may be found in this Supplement, page 9.	

HUMAN RIGHTS

		Reference	
		2011 Review	This Supplement
		(page reference)	(page reference)
HR1	Significant investment agreements that include human rights clauses	Generally, AEGON does not have investment agreements that include such human rights elements. However, all agreements entered into by AEGON must comply with the terms of the company's Human Rights Policy.	
HR2	Screening of suppliers on human rights	page 48	page 15
HR3	Total hours of employee training on policies and procedures concerning aspects of human rights that are relevant to operations, including the percentage of employees trained	AEGON does not report on this indicator. The company has a human rights policy, which applies to all its operations worldwide. A respect for human rights is included in the company's e-learning and training programs, as well as its Code of Conduct.	
HR4	Incidents of discrimination	page 9	
HR5	Operations identified as having risk for incidents of violations of freedom of association and collective bargaining	AEGON has not identified any operations as having risks in this area. AEGON requires all its businesses to adhere to the company's policy on human rights, as well as the UN Declaration of Human Rights and the provisions on human rights and labor standards contained in the UN Global Compact.	
HR6	Operations identified as having risk for child labor	Please see HR5. With regard to child labor, AEGON does not operate in a high-risk sector.	
HR7	Operations identified as having risk for forced labor	Please see HR5. With regard to forced labor, AEGON does not operate in a high-risk sector.	
HR8	Percentage of security personnel trained in the organization's policies or procedures concerning aspects of human rights that are relevant to operations	AEGON does not report on this indicator. The majority of the company's operations are located in countries where there is relatively low risk of human rights abuse. In other countries, local management may introduce additional training programs to address specific weaknesses. In all countries, AEGON expects its security personnel to abide by local laws and regulations.	
HR9	Total number of incidents of violations involving rights of indigenous people and actions taken	AEGON does not report on this indicator. AEGON's businesses employ a very high percentage of local staff, and abide by local laws and regulations. As a provider of financial services, AEGON is not involved in legal disputes over land ownership or the impact of the company's businesses on local communities.	

SOCIETY

		Reference	
		2011 Review	This Supplement
		(page reference)	(page reference)
S01	Impact on communities	page 50	pages 18, 19
S02	Number of business units analyzed for risks related to corruption.	pages 43, 48	page 16
S03	Employees trained in organization's anti-corruption policies and procedures	pages 17, 19	page 12
S04	Actions taken in response to incidents of corruption		page 12
S05	Public policy positions and participation in public policy development	page 51	page 19
S06 (add.)	Total value of contributions to political institutions		page 19
S07	Total number of legal actions for anti-competitive behavior, anti-trust, and monopoly practices and their outcomes	page 52	page 18
S08	Monetary value of significant fines		page 18

PRODUCT RESPONSIBILITY

		Reference	
		2011 Review (page reference)	This Supplement (page reference)
PR1	Improving health and safety impacts across life cycle	AEGON does not believe this indicator is applicable to the financial services sector.	
PR2	Total number of incidents of non-compliance with regulations and voluntary codes concerning health and safety impacts of products and services during their life cycle, by types of outcome	AEGON does not believe this indicator is applicable to the financial services sector.	
PR3	Product information and labeling	pages 8, 17	page 16
PR4	Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labeling, by types of outcome	page 52	pages 12, 16, 18
PR5 (add.)	Customer satisfaction	page 17	page 16, 17
PR6	Marketing communications	pages 17, 51	
PR7	Total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion and sponsorship, by types of outcome		pages 12, 16
PR8	Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data	AEGON does not report on this indicator separately. AEGON does however report the total number of customer complaints on an annual basis (please see page 17 of the 2011 Review, available at www.aegon.com).	
PR9	Monetary value of significant fines		page 18

FINANCIAL SERVICES SECTOR SPECIFIC PERFORMANCE INDICATORS

		Reference	
		2011 Review (page reference)	This Supplement (page reference)
FS 1	Policies with environmental and social components	pages 17, 48, 50	pages 17, 18
FS 2	Procedures for assessing and screening environmental and social risks	pages 48, 49	page 14
FS 3	Processes for monitoring clients' implementation of and compliance with environmental and social requirements included in agreements or transactions	page 48	page 14
FS 4	Processes for improving staff competency to implement the environmental and social policies and procedures	Generally, AEGON employees are not expected to implement agreements with significant environmental or social requirements. Exceptions include Human Resources and Procurement, where AEGON employs subject-matter specialists.	
FS 5	Interactions with clients / investees / business partners regarding environmental and social risks and opportunities	Most of AEGON's opportunity to interact in this area is through the company's investments (please see page 48 of the 2011 Review for a description of our approach to responsible investment).	
FS 6	Percentage of the portfolio for business lines by specific region, size and by sector	page 5	
FS 7	Monetary value of products and services designed to deliver a specific social benefit for each business line broken down by purpose	AEGON's life insurance, pension and investment products have a definite social benefit in helping the company's customers save and manage their long-term finances. Aside from that, AEGON does have a number of products aimed at those on low incomes (please see page 8 of the 2011 Review and page 17 of this Supplement).	
FS 8	Monetary value of products and services designed to deliver a specific environmental benefit for each business line broken down by purpose	As a life insurer and provider of pensions and investments, AEGON does not supply significant products and services that deliver specific environmental benefits.	

APPENDIX IV: UN GLOBAL COMPACT COMPLIANCE TABLE

	Principle	How AEGON complies	Reference
1	Businesses should support and respect the protection of internationally-proclaimed human rights	AEGON has had a human rights policy in place for the past five years. The protection of human rights is also included in the company's policy on Responsible Investment, which was adopted in 2011. As part of this policy, AEGON excludes investments in countries that systematically breach international human rights.	AEGON's policies on human rights and responsible investment are both available at www.aegon.com .
2	Businesses should make sure they are not complicit in human rights abuses	Please refer to answer above	
3	Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining	As part of our human rights policy, we are committed to upholding the core standards of the International Labor Organization and the principles of the UN Global Compact. We work closely with works councils and other employee representative bodies in a number of our operating units.	Please see our 2011 Review and elsewhere in this Supplement for details.
4	Businesses should uphold the elimination of all forms of forced and compulsory labor	As part of our human rights policy, we are committed to upholding the core standards of the International Labor Organization, including those referring to forced labor and child labor. We have also included these issues in our policy on Responsible Investment, which was adopted in 2011.	AEGON's policies on human rights and responsible investment are both available at www.aegon.com .
5	Businesses should uphold the effective abolition of child labor	Please see answer above	
6	Businesses should uphold the elimination of discrimination in respect of employment and occupation	AEGON has adopted a new Statement on Diversity and Non-discrimination. This Statement covers all our businesses worldwide and operates in conjunction with existing local laws and regulations. Our Code of Conduct also contains non-discrimination provisions and applies to all AEGON employees worldwide.	AEGON's Statement on Diversity and Non-discrimination and the company's Code of Conduct are available at www.aegon.com .
7	Businesses should support a precautionary approach to environmental challenges	AEGON has a company-wide environmental policy, which applies to all country and operating units. This policy stresses the importance of reducing consumption of energy and other raw materials, wherever possible. We also have a program in place to reduce emissions from our main offices in the United States, the Netherlands and the United Kingdom by 10% over a three-year period from 2009 to 2012. In addition, protection of the environment is included in our Responsible Investment policy, which was approved by AEGON's Management Board in 2011.	Please see our 2011 Review for further details. AEGON's environmental policy and its policy on responsible investment are both available at www.aegon.com .
8	Businesses should undertake initiatives to promote greater environmental responsibility	Please see answer above	Please refer to our 2011 Review and website (www.aegon.com) for further details.
9	Businesses should encourage the development and diffusion of environmentally-friendly technologies	AEGON has considerable investments in the United States in green building technologies, sustainable energy and sustainable timberlands.	Please refer to our 2011 Review and website (www.aegon.com) for further details.

	Principle	How AEGON complies	Reference
10	Businesses should work against corruption in all its forms, including extortion and bribery	AEGON has a Global Financial Crime Notification and Reporting Procedure in place. In addition, the company's Code of Conduct contains provisions aimed at tackling corruption, fraud and money laundering. Employees also receive regular training on these issues. AEGON also has a Global Ethics Line, which allows employees to report suspected violations of these codes and guidelines in confidence, 24 hours a day.	AEGON's Global Financial Crime Notification and Reporting Procedure can be found on the company's website at www.aegon.com .

¹ Please note that AEGON is not currently a signatory to the UN Global Compact. However, the company's Human Rights policy commits it to upholding the principles on human rights and labor standards contained in the UN Global Compact, as well as the core standards of the International Labor Organization.

APPENDIX V: OVERVIEW OF AEGON'S INTERNATIONAL COMMITMENTS AND INTERNAL POLICIES

Organization	Commitment
United Nations Principles for Responsible Investment	AEGON became a signatory to the UNPRI in February 2011. Separately, AEGON's asset management business in the United Kingdom has been a signatory since 2008. Membership commits AEGON to the UNPRI's six principles for responsible investment, and reporting annually on progress towards implementing them. www.unpri.org
United Nations Declaration of Human Rights	AEGON's Human Rights policy states that the company's "business activities are guided by the UN Declaration of Human Rights," as well as core standards of the International Labor Organization and the principles on human rights and labor standards set out in the UN Global Compact. www.un.org/en/documents/udhr/
International Labor Organization	Please see above. www.ilo.org
United Nations Global Compact	Please see above. www.unglobalcompact.org
Carbon Disclosure Project	AEGON has been a member of the Carbon Disclosure Project since 2009. The Carbon Disclosure Project encourages companies to be more open about their greenhouse gas emissions. Investors signing up to the project manage assets worth approximately USD 71 trillion. www.cdproject.net
Extractive Industries Transparency Initiative	AEGON's asset management business in the United Kingdom is a member of the Extractive Industry Transparency Initiative, which aims to improve governance in the global oil, gas and minerals sector. www.eiti.org
Global Reporting Initiative	AEGON is an Organizational Stakeholder of the Global Reporting Initiative, which sets guidelines and standards for sustainability and non-financial reporting. www.globalreporting.org
International Integrated Reporting Council	AEGON is currently participating in a pilot project organized by the IIRC to develop guidelines for integrated reporting. www.theiirc.org
Global Coalition on Aging	In 2010, AEGON became a founding member of the Global Coalition on Aging, which seeks to raise awareness of aging issues among policymakers and the general public. www.globalcoalitiononaging.com

Publicly available policies and other documentation	Link
Articles of Association	http://www.aegon.com/Documents/aegon-com/Governance/Governance-documents/Articles-of-Association-English.pdf
Corporate Governance Statement	http://www.aegon.com/Documents/aegon-com/Governance/Governance-documents/Corporate-governance-statement.pdf
Preferred Shares Voting Rights Agreement	http://www.aegon.com/Documents/aegon-com/Governance/Governance-documents/Preferred-shares-voting-rights-English.pdf
Supervisory Board Rules	http://www.aegon.com/Documents/aegon-com/Governance/Governance-documents/SB/Rules-SB.pdf
Remuneration Policy (Supervisory Board)	http://www.aegon.com/Documents/aegon-com/Governance/Governance-documents/SB/Remuneration-policy-2010-SB.pdf
Charter Executive Board	http://www.aegon.com/Documents/aegon-com/Governance/Governance-documents/EB-and-MB/Charter-EB.pdf
Remuneration Policy (Executive Board)	http://www.aegon.com/Documents/aegon-com/Governance/Governance-documents/EB-and-MB/Remuneration-Policy-Executive-Board.pdf
Charter Management Board	http://www.aegon.com/Documents/aegon-com/Governance/Governance-documents/EB-and-MB/Charter-MB.pdf
Global Financial Crime Notification and Reporting Procedure	http://www.aegon.com/en/Home/Governance/Compliance/Tackling-Financial-Crime/
Global Compliance Charter	http://www.aegon.com/Documents/aegon-com/Governance/Governance-documents/Global-Compliance-Charter.pdf?epslanguage=en
Business Principles	http://www.aegon.com/en/Home/Sustainability/Business-Principles/
AEGON Code of Conduct	http://www.aegon.com/Documents/aegon-com/Governance/Governance-documents/Code-of-Conduct.pdf
AEGON Human Rights Policy	http://www.aegon.com/Documents/aegon-com/Sustainability/AEGON-Human-rights-policy.pdf?epslanguage=en
AEGON N.V. Responsible Investment Policy	http://www.aegon.com/Documents/aegon-com/Sustainability/AEGON-N-V-Responsible-Investment-Policy.pdf?epslanguage=en
AEGON Environmental Policy	http://www.aegon.com/Documents/aegon-com/Sustainability/AEGON-Environmental-policy.pdf?epslanguage=en
AEGON Statement on Diversity and Non-discrimination	http://www.aegon.com/Documents/aegon-com/Governance/Governance-documents/Diversity-Statement.pdf
Global Donations Policy	http://www.aegon.com/Documents/aegon-com/Sustainability/AEGON-donations-policy.pdf?epslanguage=en
Dividend Policy	http://www.aegon.com/en/Home/Investors/Share-Information/Dividend-Policy/
Shareholder Communications Policy	http://www.aegon.com/Documents/aegon-com/Investors/Share-information/Shareholder-communications-policy.pdf?epslanguage=en
Global Voting Policy	http://www.aegon.com/Documents/aegon-com/Sustainability/Global-voting-policy.pdf?epslanguage=en
Employee Insider Trading Rules	http://www.aegon.com/Documents/aegon-com/Governance/Governance-documents/Employee-Insider-Trading-Rules.pdf

APPENDIX VI : DISCLAIMER

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; 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 AEGON holds;
 - 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 the company's counterparties.
- Consequences of a potential (partial) break-up of the euro.
- The frequency and severity of insured loss events.
- Changes affecting 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 the company sells, and the attractiveness of certain products to its consumers.
- Regulatory changes relating to the insurance industry in the jurisdictions in which AEGON operates.
- 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 the company'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 of its insurance subsidiaries and liquidity.
- 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 the company 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 the company'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 may affect AEGON's reported results and shareholder's 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 initiatives.

Further details of potential risks and uncertainties affecting the company are described in the company's filings with NYSE Euronext Amsterdam 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, 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.

CONTACT

AEGON welcomes opinions on both the content of this report and the company's overall performance in the area of sustainability.

All comments and opinions should be sent to response@aegon.com.

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LIFE INSURANCE / PENSIONS / ASSET MANAGEMENT



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