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STATEMENT ON DIVERSITY & NON- DISCRIMINATION

AEGON'S STATEMENT ON DIVERSITY AND NON-DISCRIMINATION IS AIMED AT CREATING A MORE INCLUSIVE WORKING ENVIRONMENT FOR THE COMPANY'S EMPLOYEES. AEGON BELIEVES THIS WILL BENEFIT ITS BUSINESS, OPEN UP NEW OPPORTUNITIES AND HELP MEET THE GROWING EXPECTATIONS OF THE COMPANY'S EMPLOYEES, CUSTOMERS AND OTHER STAKEHOLDERS ¹.

BENEFITS

AEGON believes that a more diverse workforce will bring clear benefits to its business by:

- a. Creating a wider, more diverse pool of talent from which to recruit and promote
- b. Improving AEGON's understanding of its customer base and bringing different perspectives to the company's operations and decision-making
- c. Enhancing AEGON's brand and its position as a provider of long-term financial products and services
- d. Strengthening AEGON's reputation as a responsible employer
- e. Equipping AEGON to meet the challenges and risks of an increasingly global economic and financial environment
- f. Enhancing employee engagement with the business, and creating a more efficient, productive and attractive working environment.

SCOPE

This statement covers all employees and agents at AEGON ² companies. In the application of its provisions, AEGON companies must act in accordance with local laws and regulations. AEGON's aim is to build a workforce based on merit, quality and equal opportunity. This document is part of a broader initiative to raise awareness of diversity issues in the workplace, and is intended to support a process of change within the company.

RECOGNITION

1. AEGON recognizes that employees have different backgrounds, perspectives and experience. AEGON values these differences and believes they are a source of strength for the company.
2. AEGON recognizes that such differences may be based on physical traits or less visible qualities such as differences in education, personality, family status, political beliefs, experience or culture.
3. AEGON believes that each employee has a unique contribution to make to the company, and is determined to create conditions necessary for each employee to fulfill his or her potential in the workplace, regardless of race, disability, religious belief, sexual orientation, age or gender.

¹ For a more complete list of AEGON's stakeholders, please refer to the company's 2010 Sustainability Report.

² In this document, AEGON N.V. and AEGON companies are referred to jointly as either 'AEGON' or 'the company'. This includes all AEGON companies and subsidiaries where AEGON has a majority stake or full management control.

4. AEGON is committed to promoting awareness of diversity issues at all levels within the company, including Management and Supervisory Boards, as well as senior and middle management. AEGON expects its individual units to take similar steps to promote awareness of diversity within their businesses in a way appropriate to their local markets and culture.

WORK ENVIRONMENT

5. AEGON believes it is important to have a working environment which values individual differences and cultures, where employees are encouraged to express their professional ideas, views and opinions openly.
6. AEGON strives to incorporate a respect for diversity into the company's recruitment, reward, development, and promotion as well as other business processes, procedures and practices and, where possible, will identify and address the needs of specific minority or other interest groups.
7. Wherever possible, AEGON will incorporate feedback from employees into its processes and procedures in this area, and provide training on key diversity issues at all its main country and business units.
8. AEGON will endeavor to improve external reporting of diversity issues, and seek opportunities, where appropriate, to encourage open discussion of these issues within the working environment.
9. Employees have access to a round-the-clock, toll-free helpline (Global Ethics Line, or S. H. A. R. E. in the United States), and are encouraged to report suspected violations of the company's Code of Conduct, including those provisions relating to diversity and non-discrimination. All such reports are treated confidentially, fully investigated and appropriate action taken. AEGON may also take steps against those employees who knowingly make false reports or allegations against colleagues.

NON-DISCRIMINATION

10. AEGON actively enforces policies that promote non-discrimination in the workplace, whether on the grounds of race, disability, religious belief, sexual orientation, age or gender. AEGON applies a 'zero tolerance' approach to such discrimination, and will take action against employees or business partners found guilty of discriminatory practices.
11. This principle of non-discrimination is contained in AEGON's Code of Conduct, which applies to all employees worldwide.

12. AEGON believes that employees should be hired, promoted, developed and paid on the basis of their individual merits and qualifications. AEGON takes steps to comply with local legislation on non-discrimination and equal pay and treatment.

GOVERNANCE, ADOPTION AND REVIEW

13. This statement has been adopted by AEGON's Global HR Council and approved by the company's Management Board. It is reviewed on an annual basis.