

About Aegon Americas

Operating under the Transamerica brand, the Americas is Aegon's largest market, and two-thirds of the company's underlying earnings are generated here. Transamerica products and services help people protect against financial risk, build financial security and create successful retirements. Transamerica is among the top ten largest providers of variable annuities, individual universal life & individual term life in the US.



3.9 million



Pension plan participants at September 30, 2014

USD 374 billion



Revenue-generating investments at end third quarter 2015

Over 11,700



Employees (December 31, 2014)

- The companies making up the Transamerica brand date back to the mid-19th century.
- Transamerica provides a wide range of life insurance, long-term savings, pensions, accident & health, and investment products in the United States and Latin America.
- The company uses a variety of distribution channels to help customers access its products and services in the way they prefer – from advisors and brokers to worksite and direct channels.
- The company's base of operations are in Baltimore, Maryland and Cedar Rapids, Iowa.
- Aegon has a 50% stake in Mongeral Aegon, Brazil's fourth largest independent life insurer. As part of its wider mission, Mongeral Aegon partners with Finsol, a non-governmental microcredit organization to provide micro-insurance policies for the area.
- Transamerica has been the primary sponsor of US professional golfer Zach Johnson for over a decade, and sponsors various other professional athletes. Last year Transamerica announced its sponsorship agreement with the Colorado Rapids of Major League Soccer.

The United States is the world's largest life insurance market, accounting for more than 20% of the total global market. Demand for long-term financial security is growing as the US population ages and the private sector takes on more responsibility for retirement provision.

Fast facts: US market¹⁾

Life expectancy at birth	79.6 years
Percentage of population over 65 (2015)	14.7%
Life insurance premiums (2014)	USD 528 billion
Penetration rate life (premiums as % of GDP, 2014)	3.0%
Gross national income per capita (2014)	USD 54,630

Fast facts: Aegon Americas

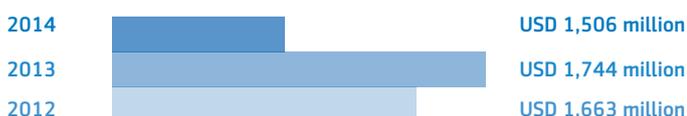
Number of employees	11,764 (December 31, 2014)
Business lines	Life insurance, savings, pensions, accident & health, and asset management
Main distribution channels	Brokers, banks, agents, direct and worksite marketing
Chief Executive Officer	Mark Mullin

¹⁾ Sources: UN, Swiss Re

More information: Transamerica.com.

Financials

Americas: Underlying earnings before tax



Americas: New life sales

