



Aegon and La Banque Postale complete asset management partnership



Transform Tomorrow

Helping people take responsibility for their financial future

The Hague – June 4, 2015

Transformational asset management joint venture in France

- offices in USA, Europe and Asia
- # 200 investment professionals
- EUR 345 billion assets under management



Asset Management

- 6th largest bank in France
- # 17,000 points of sale in France
- # 10.7 million active client base

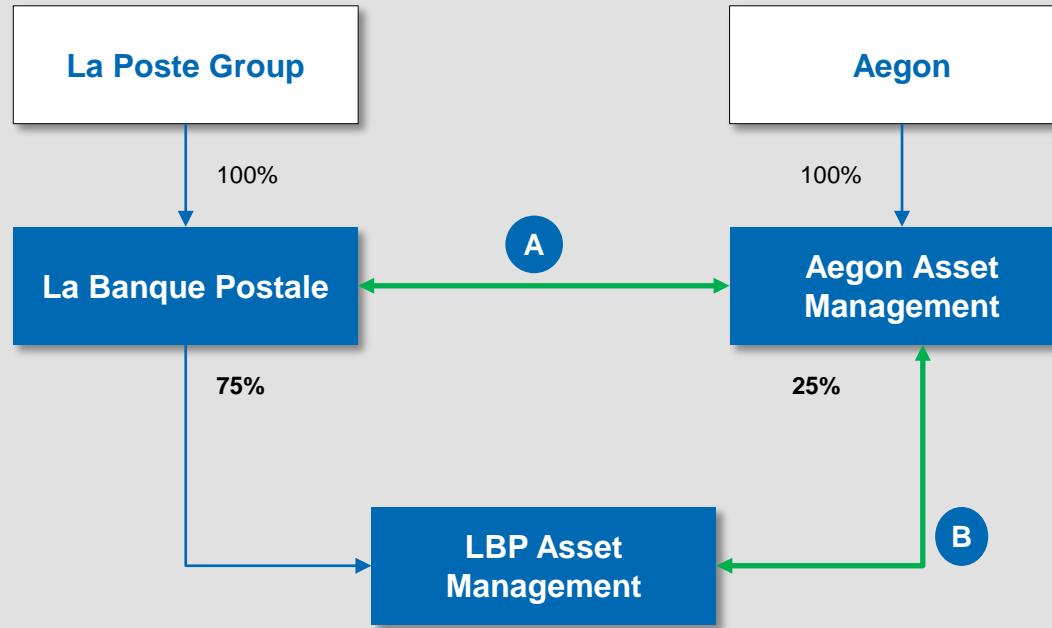


ASSET
MANAGEMENT

A leading French asset manager

- # 5 French asset manager
- ~EUR 150 billion assets under management
- Access to recognized global investment capabilities and research
- Retail distribution through leading French bank
- Strong institutional sales team
- Significant growth opportunities based on client demand and extensive product suite

Acquisition of strategic stake as part of long-term partnership



- A** Share purchase – Aegon Asset Management to acquire 25% in La Banque Postale Asset Management
- B** Joint manufacturing & distribution arrangements between LBPAM and AAM

Appealing strategic rationale

Leveraging recognized capabilities

- LBP seeks partner with strong investment capabilities with a heritage in insurance
- AAM wants to further lever its recognized investment capabilities in fixed income, equities and multi-asset
- Potential to leverage LBPAM's investment expertise for AAM's client base

Diversifying client base through new distribution

- Entering major European market with strong local partner
- Access to large retail client base with growing need for long-term investment solutions
- Growth opportunity in French institutional market

Getting closer to our customers

- Strategic long-term partnership with leading French bank
- Proximity to client through joint product development and on-the-ground client support
- Providing investment capabilities from all locations supports move to client-centric business model