



Welcome

Extraordinary General Meeting of Shareholders

October 8, 2026



Disclaimer

Important Information for Investors and Securityholders

This communication is not intended to and does not constitute an offer to sell, buy or exchange or the solicitation of an offer to sell, buy or exchange any securities or the solicitation of any vote or approval in any jurisdiction, nor shall there be any sale, purchase, or exchange of securities or solicitation of any vote or approval in any jurisdiction in contravention of applicable law. In connection with the proposed corporate reorganization that includes, among other things, the domestication and continuation of Aegon as a Delaware corporation (the “Redomiciliation”), Aegon has filed a registration statement on a Form F-4, which includes a U.S. Shareholder Circular (the “Proxy Statement/Prospectus”), with the U.S. Securities and Exchange Commission (the “SEC”). Aegon has shared the definitive Proxy Statement/Prospectus to its shareholders in connection with the proposed Redomiciliation ahead of calling an extraordinary general meeting of shareholders contemplated on October 8, 2026. INVESTORS AND SECURITYHOLDERS OF AEGON ARE URGED TO READ THE PROXY STATEMENT/PROSPECTUS AND ALL OTHER RELEVANT DOCUMENTS FILED OR TO BE FILED WITH THE SEC CAREFULLY WHEN THEY BECOME AVAILABLE BECAUSE THEY WILL CONTAIN IMPORTANT INFORMATION ABOUT AEGON, ITS PROPOSED REDOMICILIATION AND RELATED MATTERS. Investors and securityholders will be able to obtain free copies of the definitive Proxy Statement/Prospectus (when available) and other documents filed with the SEC by Aegon through the website maintained by the SEC at www.sec.gov (<http://www.sec.gov/>). In addition, investors and securityholders will be able to obtain free copies of the documents filed with the SEC on Aegon’s website at www.aegon.com/redomiciliation (<http://www.aegon.com/redomiciliation>) or by contacting Aegon’s Investor Relations, World Trade Center, Schiphol Boulevard 223,1118 BH Schiphol, The Netherlands, Tel: + 3120-259-2500. E-mail: ir@aegon.com

Participants in the Solicitation

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SEC on March 26, 2026. This document is available free of charge as described from the SEC’s website at www.sec.gov.

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David Herzog
Chair of the Board of Directors

Opening



Lard Frieese
CEO

Welcome



Aegon is ready for the
next chapter

Successful transformation since 2020



Increased focus



Building strong businesses &
strengthened balance sheet



Disciplined capital management



Executing strategy and delivering on commitments



Ready to pursue our ambition of becoming a
leading US life insurance and retirement group

US market presents a compelling opportunity for growth

The US is a vibrant and innovative economy...

#1 in nominal GDP
(USD 31 trillion)¹

60 million

employees in small and medium businesses that create **65%** of all jobs²

Global Innovation index³ **#3**

Largest insurance market with life insurance growing above GDP¹

... with favorable demographics ...

+20 years

in average life expectancy over the last century⁴

11 thousand Americans turn 65 every day⁵

100 million

uninsured or underinsured people in the US⁶

... creating growing and sustainable demand

USD 3 trillion

life protection gap (50% household penetration)⁷

75%

of population not very knowledgeable about retirement financial planning⁸

USD 7 trillion

gap between what Americans have saved for retirement and the amount they will ultimately require⁹



Well-positioned to capture the opportunity

- >100 thousand agents serving Main Street America
- Broad and growing retail product portfolio
- Compelling retirement propositions
- Iconic and well-regarded brand

1. International Monetary Fund, Statista, McKinsey Global Insurance Pools, and World Bank
2. Small Business Administration
3. World Intellectual Property Organization
4. CDC
5. Secure Retirement Institute's Retail Retirement Reference Guide
6. LIMRA; 7. McKinsey&Co.; 8. ACLI; 9. Finseca

1H 2026 results of Transamerica continue to validate our US strategy

Distribution

- WFG now exceeds 100k agents, up 11% y-o-y
- WFG new life sales up 5% y-o-y; annuities sales up 12%
- Increased agent productivity

Savings & Investments

- Strong written sales, especially in pooled plans
- Asset growth in IRA and Stable Value products
- Increased return on assets to 10 bps

Protection Solutions

- +54% growth in individual life sales
- Successful entry into instant-decision market
- Top 5 player in life insurance sales¹

Transamerica delivering solid 1H 2026 financial performance (USD mln)



Operating result

756 +10%



Operating capital generation

501 +35%



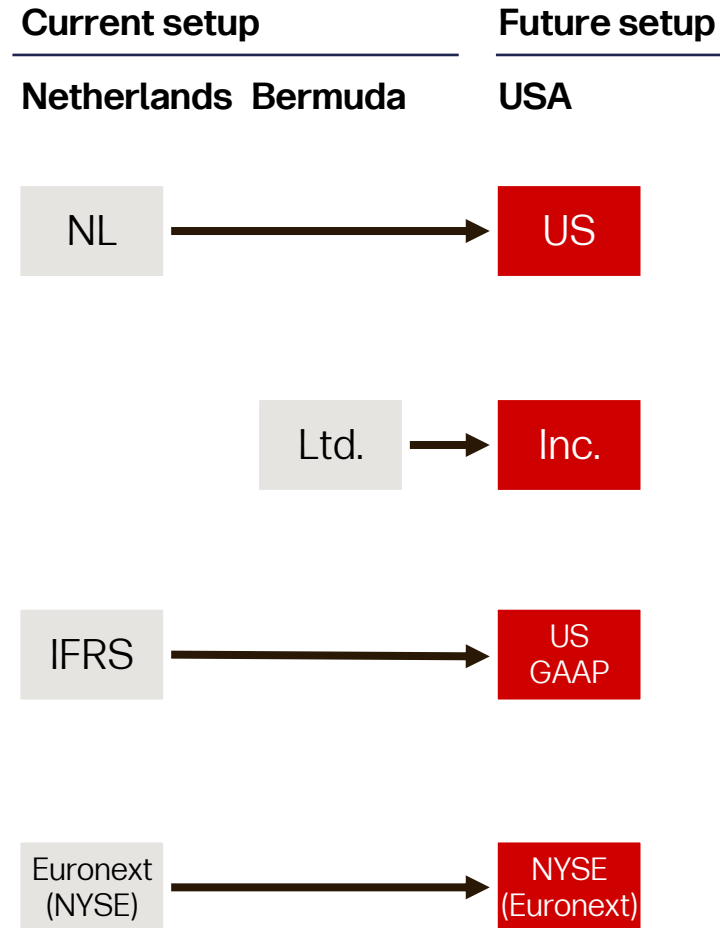
Gross remittances

355 +18%

1. LIMRA: U.S. Individual Life Insurance Sales Continue Growth Trend in the Second Quarter, Led by Whole Life and VUL

Aligning our structure with where we do most of our business

Around 80% of our business¹ is in the US



Headquarters

- Head office in NYC
- US tax resident

Legal Domicile

- Moving legal domicile to Delaware, US, and becoming a domestic issuer
- Subject to US insurance supervision²
- Aegon Ltd. will rename to Transamerica Inc.

Accounting

- Reporting US GAAP as of FY 2027 results
- Aligning disclosures with US peers

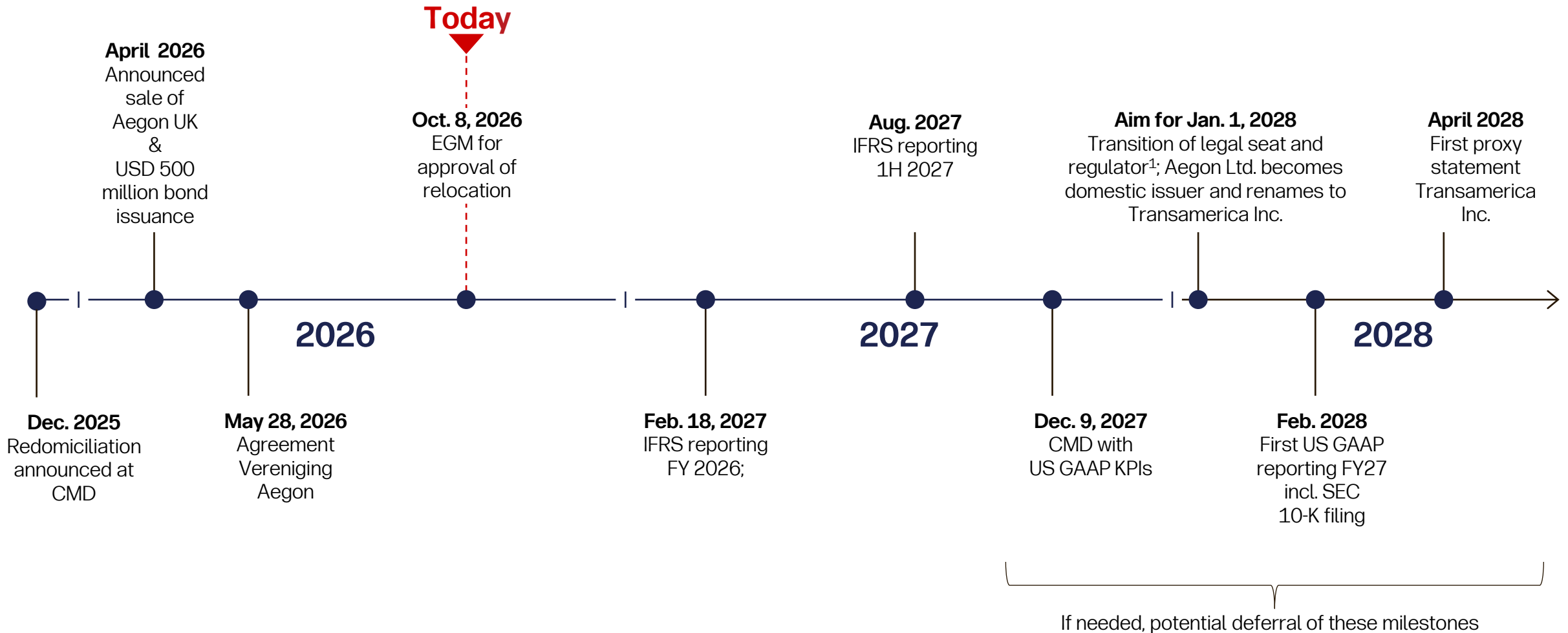
Stock Listing

- NYSE will become primary listing; Euronext listing maintained
- Aiming for inclusion in US-focused indices

1. Following the completion of the sale of Aegon UK to Standard Life, which is expected to close around the end of 2026

2. Lead and scope of group supervision will be reassessed by relevant regulators at the time of the redomiciliation

Strong progress in preparing for our proposed relocation



A photograph of a man in a black jacket and blue jeans walking away from the camera down a wide street in San Francisco. The Transamerica Pyramid is the central focus in the background, flanked by other skyscrapers. On the left, there are colorful, multi-story residential buildings. On the right, there are white, multi-story buildings. A street sign for 'GREEN ST' and a 'NO TRUCKS OVER 3 TONS' sign are visible on the right. The image is partially covered by a large red diagonal shape on the right side.

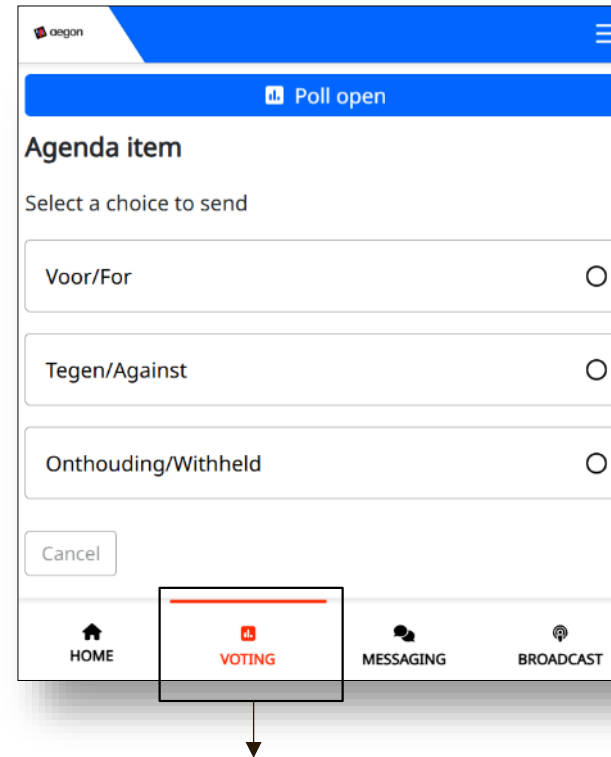
Becoming a US
leader in life
insurance and
retirement services



David Herzog
Chair of the Board of Directors

How to vote

- Please submit your vote by clicking on “for”, “against”, or “withheld”
- You can change your vote until the voting is closed
- A vote confirmation will be displayed



The screenshot shows the Aegon mobile app interface. At the top, there's a blue header with the Aegon logo and a menu icon. Below the header, a blue bar indicates "Poll open". The main section is titled "Agenda item" and prompts the user to "Select a choice to send". There are three radio button options: "Voor/For", "Tegen/Against", and "Onthouding/Withheld". A "Cancel" button is located below these options. At the bottom, there's a navigation bar with four icons: "HOME", "VOTING" (which is highlighted with a red box and a red bar above it), "MESSAGING", and "BROADCAST". An arrow points from the "VOTING" button to the text below.

Click here if you
would like to vote

Agenda item 1

Redomiciliation Proposal



Voting item

Agenda item 1

Redomiciliation Proposal, a single proposal to:

- a) Redomicile Aegon by way of a continuation into Delaware as public company under the name Transamerica Inc., a Delaware corporation;
- b) Approve an amendment and restatement to the Company's Bye-Laws with effect from, and subject to, completion of the VA Split (as described in the Shareholder Circular) to implement under Bermuda law prior to the Redomiciliation certain governance and capital structure changes that would otherwise not take effect until the Redomiciliation including a reduction of the authorized share capital from EUR 720,000,000 to EUR 504,000,000;
- c) Authorize the Board of Directors to acquire all issued and outstanding Common Shares B in Aegon's own capital against issuance of Common Shares on a 40 for 1 basis, to give effect to the exchange of all Common Shares B for Common Shares subject to and upon completion of the VA Split;
- d) Approve the termination of the voting rights agreement between the Company and Vereniging Aegon, originally entered into on May 26, 2003, as amended on May 29, 2013; and
- e) Approve and adopt the Certificate of Incorporation and the Bylaws of Transamerica Inc.

Redomiciliation Proposal

The Redomiciliation supports our ambition to become a leading US life insurance and retirement group, shaping the future of our company

Moving from Bermuda to Delaware will simplify our corporate structure by aligning legal domicile, tax residency, accounting standard and regulatory framework with the geography where we conduct the majority of our business

Corporate structure changes:

- Change our name from Aegon Ltd. to Transamerica Inc. and move our headquarters to New York
- Implement certain governance changes that align with US market practice and investor expectations
- Terminate the Special Cause Voting construct with Vereniging Aegon and move to a single class of common stock

The redomiciliation will allow us to:

- Sharpen focus on the large and growing US market for life insurance and retirement solutions
- Emphasize growth of Transamerica, which represents ~80%¹ of operations
- Have greater access to US capital markets and M&A opportunities
- Bring senior leadership and holding company operations closer to our largest market

Redomiciliation and name change effective January 2028; first US GAAP financials (FY27) in early 2028

Redomiciliation Proposal

The governance framework aligns our practices with US market standards and investor expectations

Key changes include:

- Phased transition to **annual director elections** starting in 2028 with all directors standing for election annually by 2030
- Conversion to a single class of common stock with **equal voting rights**
- **Authorization of preferred stock**, as is customary for US-listed companies
- Majority voting in uncontested elections with resignation policy; plurality voting in contested elections with **elimination of the current two-thirds voting requirement**

Agenda item 1

Redomiciliation Proposal



Voting item



Voting results

Agenda item 1



Mark Ellman
Chair of the Compensation &
Human Resource Committee

Agenda item 2

Omnibus Incentive Plan Proposal



Voting item

Overview of the Omnibus Incentive Plan

Transitioning to a single US-style equity compensation framework, which consolidates Aegon's existing equity and executive long-term incentive programs

The Omnibus Incentive Plan is critical to Aegon's ability to attract, retain and motivate individuals who make important contributions to its long-term performance and shareholder value through equity ownership and opportunities.

The proposed plan positions Aegon to:

Align Pay with Performance	Attract and Retain US Talent	Reflect Market Standards
Deliver a meaningful portion of executive compensation through equity awards tied to long-term shareholder value creation and multi-year performance conditions, reinforcing Aegon's pay-for-performance philosophy	Grant US-style equity compensation during and beyond the redomiciliation transition, supporting retention of current employees and recruitment of senior talent as Aegon executes on its strategy to become a leading US life insurance and retirement group	Align award types, plan features, vesting terms and governance provisions with US peer practices, institutional investor expectations and the US market

Omnibus Incentive Plan Proposal

Transitioning to a single US-style equity compensation framework per January 1, 2027, succeeding Aegon's existing equity and executive long-term incentive programs

We are requesting 50 million shares which we anticipate will approximately cover at least three years of grants for eligible participants

Plan features align with US market standards and long-term value creation:

- No liberal change-in-control definition; double-trigger vesting required
- No liberal share recycling
- No repricing or cash buyout of underwater options without shareholder approval
- No option reload feature
- No excise tax gross-ups
- One-year minimum vesting, subject to limited exceptions, with the majority of awards structured to vest over the longer term
- No dividends or dividend equivalents paid on unvested equity
- Performance-based awards with a three-year vesting period will continue to be the main form of executive grants
- Individual grant limits and time-based equity for non-employee director retainers
- Clawback policy applies to all award types
- Fixed share reserve with no evergreen provision



David Herzog
Chair of the Board of Directors

Agenda item 2

Omnibus Incentive Plan Proposal



Voting item



Voting results

Agenda item 2

Next steps

October 15, 2026:

- Repurchase of all outstanding Common Shares B held by Vereniging Aegon in exchange for common shares with equal voting rights on a 40-to-1 basis
- Aegon's interim bye-laws come into effect removing Common Shares B from the authorized capital
- Voting Rights Agreement with Vereniging Aegon, and call-option Vereniging Aegon are terminated

January 1, 2027:

- The Omnibus Incentive Plan comes into effect

Aim for January 1, 2028:

- Aegon continues as a public company under the name Transamerica Inc., a Delaware Corporation
- Transamerica Organizational Documents come into effect
- Transamerica becomes US domestic issuer subject to US GAAP reporting



Thank you



A large, solid red abstract shape that resembles a wide, inverted 'V' or a stylized mountain peak. It has a sharp point at the bottom center and slopes upwards towards the top corners of the frame.

Closing

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End of the Extraordinary General Meeting of Shareholders

