

AEGON UK TO ENTER THE PLATFORM MARKET IN 2011

Major step forward in strategy to build growth through focusing on 'at retirement' and workplace savings

AEGON UK today announces it will enter the platform market later this year, as it accelerates its plans to focus on the 'at retirement' and workplace savings markets to drive future growth. This represents a significant investment in the company's future development and underlines AEGON's long-term commitment to the UK market.

This new platform proposition will be offered alongside AEGON's existing range of pensions, investment and protection products, and will ensure AEGON meets the changing needs of advisers and customers in its two chosen growth markets.

By offering its existing range of products and a new platform proposition, AEGON will provide options and flexibility to its IFA customers, and their clients, in the run up to the Retail Distribution Review and beyond.

AEGON has chosen market leading platform specialist Novia to support the delivery of its platform development.

AEGON's aim is to bring the leading edge technology the platform expertise of the independent platform provider, Novia, together with AEGON's heritage in the pensions and adviser markets, to create a differentiated and competitive new proposition in the platform market. Novia's platform is supported by technology provided by GBST.

AEGON's 'at retirement' platform will offer options specifically aimed at one of the fastest growing parts of the market, and a key focus area for advisers going forward. AEGON will begin a phased rollout from autumn 2011 and plans to work with advisers as they prepare their businesses ahead of the Retail Distribution Review.

The platform will offer flexible options for advisers who will be able to use it either independently, or alongside existing platform solutions. Platform functionality for the corporate savings market will follow early in 2012 and will place AEGON at the forefront of developments in this rapidly evolving market segment.

AEGON UK's existing range of pensions, investment and protection products will be made RDR-ready and continue to be offered to customers through the IFA channel, alongside the new platform.

Adrian Grace, the new Chief Executive of AEGON UK said:

“This is a huge step forward for AEGON UK and our customers. Offering a platform alongside our existing products puts us in a position of real strength as we step up our plans to grow in the UK, by focusing on two chosen growth markets.

“Advisers and consumers need specialist help as they start to think about retirement planning. By differentiating our offer from our competitors by specialising in this area we believe that we are bringing new, fresh thinking to a crowded market place for wealth based platforms.

“We’re bringing together the bespoke technology and leading edge capability of an independent platform provider with AEGON’s renowned heritage and expertise in pensions and strong position in the adviser market. It’s an innovative approach and we believe it’s the right strategy to strengthen our position as one of the UK’s leading providers. AEGON is in the UK for the long term and this new addition to our proposition will ensure we emerge as one of the winners.”

Bill Vasilieff, Chief Executive at Novia said:

“We are delighted to have been chosen by AEGON to support delivery of their platform proposition. This follows a long and rigorous due diligence process and reflects the outstanding quality of the Novia platform and service. AEGON’s new platform will really stand out in the marketplace as they target the ‘at retirement’ and workplace savings sector. We welcome the opportunity to work with AEGON to support their ambitions.”

– **Ends** –

Further information

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Notes to Editors**AEGON UK**

In the UK AEGON offers pensions, life insurance, asset management and financial advice to around 2 million customers. AEGON UK has assets under administration of £57.6 billion and employs approximately 4,000 staff.

As an international life insurance, pension and investment company based in The Hague, AEGON has approximately 28 thousand employees world wide and 40 million customers in the Americas, Europe and Asia. AEGON's revenue generating investments totalled EUR 413 billion at December 2010.

Novia

Novia Financial plc launched to market in October 2008 to provide a comprehensive wealth management service or 'full wrap platform' for investment advisers and their clients. Novia provides a transparent pricing structure as well as access to a wide range of product wrappers, an extensive suite of portfolio management tools, and access to an extensive range of investment classes including shares, bonds, traditional authorised funds, ETFs and alternative investments as well as a Cash Facility.

The core operating system is provided by Australian based GBST who have been developing software solutions for fund administration and financial services since 1996, and for wrap solutions since 1999, amassing \$186bn (AU) in assets under management on their systems. The comprehensive suite of portfolio management tools is powered by Financial Express, who also provide the data for the platform, and the illustrations are provided by Dunstan Thomas.

The Novia team, based in Bath, is led by Bill Vasilieff ex Sales and Marketing director and joint cofounder of Selestia. Novia as an independent proposition has substantial financial backing from a combination of private individuals and corporate organisations. The board is chaired by Sir Anthony Cleaver (former chairman and chief executive of IBM in the UK). Other members include John Beaumont, non executive, who has held a number of non executive roles in major public organisations and several technology startups, Tim Levy (non executive and investor), Chief Executive of Future Capital Partners, David Royds (non executive and investor) Chairman of Matrix group and Bill Vasilieff as CEO.

Novia Financial plc is authorised and regulated by the Financial Services Authority.