

AEGON NV
Form 6-K
November 12, 2015

Securities and Exchange Commission

Washington, D.C. 20549

Form 6-K

Report of Foreign Issuer

Pursuant to Rule 13a-16 or 15d/16

of the Securities Exchange Act of 1934

November 2015

AEGON N.V.

Aegonplein 50

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The Netherlands

Aegon's press release, dated November 12, 2015, is included as appendix and incorporated herein by reference.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

AEGON N.V._____

(Registrant)

Date: November 12, 2015

By /s/ J.H.P.M. van Rossum
J.H.P.M. van Rossum
Executive Vice President

Corporate Controller

The Hague November 12, 2015

Aegon reports third quarter 2015 results

Underlying earnings impacted by changes to actuarial assumptions

Underlying earnings amount to EUR 436 million, impacted by actuarial assumption changes

Other charges of EUR 950 million driven by book loss on sale of Canadian activities and model updates

Net loss of EUR 524 million

Return on equity of 6.8%, or 8.1% excluding assumption changes

Fee-based deposit businesses continue sales growth

Sustained deposit growth in US retirement plan, asset management and Dutch retail savings; 27% increase in gross deposits to EUR 19.4 billion and 20% higher net deposits of EUR 4.3 billion

New life insurance sales amount to EUR 435 million mainly due to lower pension sales in NL and UK

Accident & health and general insurance sales amount to EUR 230 million

Market consistent value of new business of EUR 125 million impacted by low interest rates

Solid capital position and cash flows

Operational free cash flows excluding market impacts and one-time items of EUR 350 million

Holding excess capital increases to EUR 1.8 billion; gross leverage ratio of 28.8%

Solvency I ratio increases to 225% as a result of divestments and one-time adjustments

Statement of Alex Wynaendts, CEO

During the third quarter of the year, Aegon's earnings were impacted by assumption changes, our ongoing model refinement program, and the anticipated book loss on the sale of our low-return business in Canada. At the same time, sales for the quarter remained strong, particularly in our fast-growing US retirement plan and asset management businesses.

We are pleased to have strengthened our position in one of our key growth areas, becoming a top ten provider in the US retirement sector through the acquisition of Mercer's defined contribution record-keeping business. This strategic development demonstrates our determination to grow and diversify our customer base and expand our offering of attractive fee-based retirement solutions.

The progress we have recently made in preparing for Solvency II gives us confidence that we are well-positioned to operate successfully in this new regulatory framework. We remain committed to delivering value to customers and shareholders alike, and look forward to sharing our plans in this respect at our upcoming Analyst & Investor Conference in January.

Key performance indicators

<i>amounts in EUR millions</i> ^{b)}	Notes	Q3 2015	Q2 2015	%	Q3 2014	%	YTD 2015	YTD 2014	%
Underlying earnings before tax	1	436	549	(21)	291	*	1,453	1,303	*
Net income / (loss)		(524)	350		52		142	787	(82)
Sales	2	2,604	2,442	7	2,333	12	7,796	6,485	20
Market consistent value of new business	3	125	183	(31)	192	(35)	448	636	(30)
Return on equity	4	6.8%	8.2%	(18)	4.9%	*	7.3%	7.3%	*

* As of Q3 2015, model updates are recognized in Other charges. On a comparable basis, Q3 2014 and YTD 2014 underlying earnings before tax would have been EUR 373 million and EUR 1,385 million, respectively. Q3 2014 and YTD 2014 RoE would have been 6.2% and 7.7%, respectively. All comparisons in this release are against the reported third quarter 2014 figures, unless stated otherwise.

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STRATEGIC HIGHLIGHTS

Acquisition of Mercer's US defined contribution record-keeping business

Highest-ever score obtained in the Dow Jones Sustainability Indices

UK launches new Retiready Stability fund

Aegon number one insurer in 2015 Best Employer's list in the Netherlands

Aegon's ambition

Aegon's aim to be a leader in all of its chosen markets is supported by four strategic objectives embedded in all Aegon businesses: Optimize portfolio, Deliver operational excellence, Enhance customer loyalty, and Empower employees. These provide the strategic framework for the company's ambition to become the most-recommended life insurance and pension provider by customers and business partners, as well as the most-preferred employer in the sector.

Optimize portfolio

On September 25, Aegon announced the acquisition of Mercer's US defined contribution record-keeping business. Mercer is widely recognized for its best-in-class solutions in the large corporate benefits administration market. The transaction complements Transamerica's current service offering, which has experienced success and growth in the large markets with a primary focus on the not-for-profit segment. The number of retirement plan participants serviced by Transamerica will increase by 917,000 to approximately 5 million, and assets under administration will increase by USD 71 billion to approximately USD 216 billion¹. In addition, Transamerica will also become the preferred defined contribution record-keeping provider for Mercer's total benefit outsourcing and total retirement outsourcing clients. The transaction is anticipated to be closed in the fourth quarter of 2015.

On September 2, Aegon completed the sale of Clark Consulting Group's Bank-Owned Life Insurance (BOLI) distribution and servicing unit in the United States to Greenspoint Capital and the Newport Group, following regulatory approval. The agreement to sell Clark Consulting for USD 177.5 million (EUR 160 million) was announced on July 10, 2015. Clark Consulting was a distinct entity within the BOLI/COLI insurance business that is currently in run-off.

On November 3, an agreement was reached to sell certain assets of Transamerica Financial Advisors, Inc. to Signator, a John Hancock affiliate. Transamerica Financial Advisors is a full-service, independent broker-dealer and registered investment advisor with around 1,100 advisors and 90 employees. John Hancock is an independent broker-dealer and unit of Manulife Financial Corporation. It is anticipated that the transaction will close in the second quarter of 2016, subject to regulatory approvals. Terms of the transaction were not disclosed.

Deliver operational excellence

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Aegon received its highest-ever score in the Dow Jones Sustainability Indices, underlining the progress made in becoming a more sustainable company. Aegon scored 83 points in the 2015 Indices, compared with an average of 48 for the insurance industry as a whole. In addition to being Aegon's highest-ever score, the company also outperformed 94% of its peers in the sector.

¹ *Pro forma data as of August 31, 2015 and as communicated at time of announcement*

In the UK, Aegon enhanced its digital life insurance solution, Simply Life, making it even more accessible and attractive to a wider number of clients. The process, which already has a very high immediate acceptance rate of over 80%, will introduce manual underwriting if an online decision is unavailable. Simply Life is a life only protection product that covers up to GBP 500,000 for customers aged between 18 and 49 with healthy lifestyles. Simply Life offers both customers and advisors a quick and easy-to-use product to meet protection needs.

Enhance customer loyalty

In support of Aegon's purpose to help people take responsibility for their financial future, Aegon teamed up with the National Financial Educators Council to launch the Transamerica Financial Educators Academy. With the goal to promote greater personal financial knowledge in the United States by teaching the basics of successful money management, the Academy offers an effective process for individuals to become certified to teach others in their communities. This enables them to help others improve their financial outlook and become more confident about their financial future.

In the UK, Aegon launched Retiready Stability, a new fund for pension customers on its platform that broadens the range of available investments. This gives investors the choice of five funds, ranging from low to higher risk. The new option is a very low risk fund, and is designed for investors seeking to preserve their pension savings, typically before taking retirement income.

In Spain, Aegon launched a new independent broker service, Aegon Activos. The new brokerage will provide customers with access to over 30 carefully selected mutual funds and pension plans, offered by 20 national and international fund managers, life insurance and savings companies. The launch of Aegon Activos reflects Aegon's commitment to provide personalized advice in planning and financial protection, with high added value in terms of funds. In addition, it enables Aegon to expand its product offering in line with the company's multichannel strategy, which provides customers with a portfolio of diversified services tailored to their individual savings and investment needs.

Aegon Bank in the Netherlands entered into a partnership with Germany's leading online peer-to-peer loan marketplace, auxmoney. The partnership between auxmoney and Aegon Bank grew out of Aegon's December 2014 venture investment in the company. In addition to the equity stake Aegon already owns in the company, Aegon Bank has committed to provide EUR 150 million funding for loans on the auxmoney platform. Its platform provides a unique solution to connect and facilitate retail-focused loans directly between borrowers and lenders. Aegon's investment on auxmoney's lending platform is a strategic move, as crowd lending marketplaces are becoming increasingly popular with investors.

Empower employees

In the Netherlands, Aegon was named 1st among insurance companies and 25th overall in the list for companies with over 1,000 employees in the 2015 Best Employer List, conducted by Effectory and Intermediar. The research for Best Employer in the Netherlands is the biggest and best-known of its kind. Over 200,000 employees judge more than 300 employers based in the Netherlands. These high rankings underline the progress Aegon has made in becoming a preferred employer.

Global Systemically Important Insurer

The Financial Stability Board announced on November 3, 2015, that it has designated Aegon as one of a group of nine global systemically important insurers (G-SII). Aegon will continue to engage with supervisors in the upcoming consultations on both the methodology applied to determine the systemic level of insurance companies and on the definition of non-traditional insurance and non-insurance activities. In the meantime, Aegon will work closely with the regulatory authorities to comply with the G-SII framework once it is finalized.

Financial overview

<i>EUR millions</i>	Notes	Q3 2015	Q2 2015	%	Q3 2014	%	YTD 2015	YTD 2014	%
Underlying earnings before tax									
Americas		243	358	(32)	134	81	891	767	16
The Netherlands		135	136	(1)	127	6	402	386	4
United Kingdom		27	34	(21)	28	(2)	100	86	16
New Markets		69	62	12	40	74	183	163	12
Holding and other		(38)	(41)	8	(37)	(3)	(122)	(99)	(22)
Underlying earnings before tax									
		436	549	(21)	291	50	1,453	1,303	12
Fair value items		(103)	(293)	65	(296)	65	(554)	(675)	18
Realized gains / (losses) on investments		36	134	(73)	85	(58)	288	392	(27)
Net impairments		(12)	7		5		(15)	(6)	(158)
Other income / (charges)		(950)	(11)		(29)		(961)	(49)	
Run-off businesses		28	3		(31)		38	(18)	
Income before tax									
		(565)	389		23		249	947	(74)
Income tax		41	(39)		29	43	(107)	(160)	33
Net income / (loss)									
		(524)	350		52		142	787	(82)
Net income / (loss) attributable to:									
Equity holders of Aegon N.V.		(524)	350		52		141	787	(82)
Non-controlling interests				(45)		(33)			
Net underlying earnings									
		355	433	(18)	235	51	1,132	987	15
Commissions and expenses		1,510	1,761	(14)	1,398	8	4,984	4,296	16
of which operating expenses	9	912	923	(1)	826	10	2,737	2,415	13
New life sales									
Life single premiums		1,165	1,062	10	1,806	(35)	3,649	4,115	(11)
Life recurring premiums annualized		319	411	(23)	372	(14)	1,139	1,111	3
Total recurring plus 1/10 single									
		435	518	(16)	552	(21)	1,504	1,522	(1)
New life sales									
Americas	10	148	158	(6)	141	5	447	382	17
The Netherlands		24	25	(1)	99	(75)	87	169	(49)
United Kingdom		194	263	(26)	250	(22)	726	777	(7)
New Markets	10	68	72	(5)	61	11	245	194	26

Total recurring plus 1/10 single		435	518	(16)	552	(21)	1,504	1,522	(1)
New premium production accident and health insurance		212	228	(7)	241	(12)	747	737	1
New premium production general insurance		18	20	(11)	16	10	59	51	18
Gross deposits (on and off balance)									
Americas	10	7,868	9,069	(13)	7,053	12	28,488	24,085	18
The Netherlands		1,000	1,116	(10)	716	40	3,679	1,793	105
United Kingdom		71	88	(20)	90	(21)	239	214	12
New Markets	10	10,455	6,496	61	7,382	42	22,449	15,655	43
Total gross deposits		19,394	16,769	16	15,242	27	54,855	41,746	31
Net deposits (on and off balance)									
Americas	10	711	1,913	(63)	457	55	7,028	5,672	24
The Netherlands		230	355	(35)	338	(32)	1,381	647	113
United Kingdom		39	54	(27)	57	(31)	135	123	11
New Markets	10	3,564	975		2,945	21	6,814	2,706	152
Total net deposits excluding run-off businesses		4,544	3,296	38	3,797	20	15,358	9,147	68
Run-off businesses		(294)	(111)	(166)	(265)	(11)	(618)	(1,047)	41
Total net deposits / (outflows)		4,250	3,185	33	3,532	20	14,741	8,100	82

Revenue-generating investments

	Sep. 30, 2015	Jun. 30, 2015	%	Dec. 31, 2014	%
Revenue-generating investments (total)	635,458	645,017	(1)	558,328	14
Investments general account	160,830	158,956	1	153,653	5
Investments for account of policyholders	193,562	205,903	(6)	191,467	1
Off balance sheet investments third parties	281,066	280,158		213,208	32

OPERATIONAL HIGHLIGHTS

Assumption changes and model updates

Aegon reviews its assumptions in the Americas and Asia annually in the third quarter, which resulted in adjustment to its actuarial and economic assumptions. In addition, as part of an ongoing commitment to deliver operational excellence, the company reviews and enhances its models where necessary. These assumption changes and model updates on balance accounted for charges of EUR 204 million in the third quarter of 2015. The actuarial assumption changes impacted underlying earnings by EUR 96 million, the economic assumption changes positively impacted fair value items by EUR 101 million and charges for model updates amounted to EUR 209 million. As of this quarter, model updates are included in Other charges and are no longer included in underlying earnings.

Underlying earnings before tax

Aegon's underlying earnings before tax in the third quarter of 2015 were EUR 436 million, including charges for actuarial assumption changes of EUR 96 million. Excluding assumption changes and model updates, earnings increased 4%. Favorable currency movements and positive mortality experience in the United States more than offset the reduction in recurring earnings resulting from the assumption changes and model updates implemented in the United States and Asia, lower earnings from fixed annuities and the impact of divestments.

Underlying earnings from the Americas were EUR 243 million and included charges for actuarial assumption changes of EUR 96 million. Lower charges for assumption changes, the absence of model updates and the stronger US dollar more than offset the recurring impact of the actuarial assumption changes implemented this quarter, lower fixed annuity earnings and the divestment of Canada.

In the Netherlands, underlying earnings increased 6% to EUR 135 million, driven by higher investment income and lower funding costs.

Underlying earnings from Aegon's operations in the United Kingdom were stable in the third quarter of 2015 at EUR 27 million, as favorable currency movements were offset by adverse market movements and lower fees.

Underlying earnings from New Markets were up 74% to EUR 69 million. This increase was driven by higher asset management and performance fees, favorable one-time items, mainly related to higher than anticipated investment yields, and the absence of assumption changes and model updates.

Total holding costs remained stable at EUR 38 million.

Net income

The net loss amounted to EUR 524 million, primarily caused by the EUR 751 million book loss from the sale of the Canadian business.

Fair value items

The loss from fair value items amounted to EUR 103 million. This loss was mainly driven by hedging programs in the United States, primarily the result of ineffectiveness of the macro equity hedge program. This more than offset the positive impact of EUR 101 million from assumption changes, which were related to adjustments to the discount rate

of variable annuity liabilities.

Realized gains on investments

Realized gains on investments declined to EUR 36 million and were driven by normal trading activity in the Netherlands.

Impairment charges

Gross impairments remained low as a result of the favorable credit environment and amounted to EUR 12 million in the third quarter of 2015.

Other charges

Other charges amounted to EUR 950 million. These were primarily due to the book loss on the divestment of the Canadian insurance business of EUR 751 million. In addition, the ongoing model review resulted in charges of EUR 209 million, mainly related to the universal life business in the United States.

Run-off businesses

Earnings from run-off businesses increased to EUR 28 million, due to favorable mortality and lapse experience.

Income tax

Income tax amounted to a positive EUR 41 million in the third quarter, driven by tax credits in especially the United States. The effective tax rate on underlying earnings was 19%.

Return on equity

Return on equity was 6.8% in the third quarter of 2015. Return on equity excluding the charges for actuarial assumption updates in the United States and Asia amounted to 8.1% over the same period.

Operating expenses

In the third quarter, operating expenses increased by 10% to EUR 912 million. This was driven by a stronger US dollar and higher defined benefit expenses, which was the result of lower interest rates. At constant currencies, the increase was 1%.

Sales

Aegon's total sales increased 12% to EUR 2.6 billion in the third quarter of 2015, the result of a stronger US dollar, higher asset management deposits and increased indexed universal life sales. Gross deposits increased 27%, driven by higher deposits in Aegon Asset Management and strong growth in bank deposits in the Netherlands. Net deposits, excluding run-off businesses, increased to EUR 4.5 billion due to higher net inflows in Aegon Asset Management. New life sales were down 21% to EUR 435 million, as higher indexed universal life sales in the United States and favorable currency movements were more than offset by the impact of the withdrawal of the universal life secondary guarantee product in the United States and lower pension sales in the Netherlands and United Kingdom. New premium production for accident & health and general insurance declined to EUR 230 million, as the effect of a stronger US dollar was more than offset by fewer portfolio acquisitions in the United States.

Market consistent value of new business

The market consistent value of new business amounted to EUR 125 million. The positive effect of the stronger US dollar and product adjustments in the United States were more than offset by the negative impact of lower life sales and interest rates.

Revenue-generating investments

Revenue-generating investments declined by 1% during the third quarter of 2015 to EUR 635 billion. This was due to unfavorable market movements resulting from lower equity markets, which more than offset net inflows.

Capital management

Shareholders' equity declined by EUR 1.0 billion during the third quarter and amounted to EUR 24.1 billion on September 30, 2015. Revaluation reserves increased slightly by EUR 0.1 billion to EUR 7.4 billion. Aegon's shareholders' equity, excluding revaluation reserves and defined benefit plan remeasurements, declined to EUR 18.2 billion or EUR 8.57 per common share at the end of the third quarter. This was caused by the loss generated in the quarter and the payment of the 2015 interim dividend.

The gross financial leverage ratio increased to 28.8% in the third quarter, driven by the book loss on the divestment of Canada. Aegon has earmarked the CAD 600 million proceeds of this divestment to redeem the USD 500 million 4.625% senior bond, due in December 2015. Excess capital in the holding increased to EUR 1.8 billion. Dividends of EUR 0.5 billion paid to the holding by the United States, resulting from the divestments of Canada and Clark Consulting, were partly offset by the payment of the 2015 interim dividend, interest payments and operating expenses.

Aegon's Insurance Group Directive (IGD) solvency ratio increased to 225% in the third quarter as a result of divestments, earnings generated in the quarter and one-time adjustments. The capital in excess of the S&P AA threshold in the United States declined to USD 0.6 billion, due to negative market impacts on hedges and one-time items resulting from the assumption changes and model updates. In the Netherlands, the IGD ratio, excluding Aegon Bank, moved up significantly to ~250%, driven mainly by a higher valuation of mortgages in the general account. The Pillar I ratio in the United Kingdom, including the with-profit fund, increased to ~140%, due to earnings generated in the quarter and positive market impacts.

Cash flows

Operational free cash flows excluding market impacts and one-time items amounted to EUR 350 million in the third quarter of 2015. The charges from one-time items of EUR 243 million were primarily related to the assumption changes and model updates. Positive market impacts amounted to EUR 131 million as a higher valuation of mortgages in the general account in the Netherlands more than offset hedging losses on variable annuities in the United States. Operational free cash flows including market impacts and one-time items amounted to EUR 238 million for the quarter.

Financial overview, Q3 2015 geographically

EUR millions	Americas	The Netherlands	United Kingdom	New Markets	Holding, other activities & eliminations	Total
Underlying earnings before tax by line of business						
Life	90	81	14	27		211
Individual savings and retirement products	70			(3)		67
Pensions	83	47	13	3		145
Non-life		1		3		4
Asset Management				40		40
Other		6			(38)	(32)
Underlying earnings before tax	243	135	27	69	(38)	436
Fair value items	(146)	(1)	34	7	3	(103)
Realized gains / (losses) on investments	2	32	1	1		36
Net impairments	(5)	(6)		(1)		(12)
Other income / (charges)	(909)		3	(43)		(950)
Run-off businesses	28					28
Income before tax	(789)	160	65	34	(35)	(565)
Income tax	73	(34)	(4)	(8)	13	41
Net income / (loss)	(716)	126	62	26	(22)	(524)
Net underlying earnings	205	104	24	46	(25)	355

Employee numbers

	Sep. 30, 2015	Jun. 30, 2015	Dec. 31, 2014
Employees	28,675	28,241	28,602
of which agents	5,642	5,207	5,713
of which Aegon's share of employees in joint ventures and associates	1,694	1,694	1,614

AMERICAS

Underlying earnings of USD 270 million, impacted by assumption changes

Net loss of USD 798 million driven by the divestment of Canada

Sales of life insurance down 12% to USD 165 million, due to the focus on profitability

Gross deposits of USD 8.7 billion; net deposits of USD 0.5 billion

Underlying earnings before tax

Underlying earnings from the Americas in the third quarter of 2015 amounted to USD 270 million. This included a negative impact from assumption changes of USD 107 million. Excluding these impacts, earnings declined due to the recurring impact of actuarial assumption changes and model updates implemented this quarter, lower fixed annuity earnings and the divestment of Canada.

Life & Protection earnings increased to USD 99 million. Earnings from life insurance amounted to USD 91 million as earnings benefited from favorable mortality of USD 23 million and a benefit from assumption changes of USD 6 million. Accident & health insurance earnings amounted to USD 8 million, which included charges for assumption changes of USD 25 million, adverse morbidity of USD 25 million and other one-time items of USD 4 million.

Earnings from Investments & Retirement declined to USD 170 million. Retirement plan earnings declined to USD 67 million, driven by lower general account pension liabilities, margin pressure arising from the competitive environment on fees and an unfavorable timing of expenses. Variable annuity earnings declined to USD 83 million. This was driven by charges of USD 23 million for assumption changes and USD 4 million for other one-time items. In addition, fees declined due to lower balances of the closed block as a result of the successful uptake of the enhanced alternative lump sum offering. Earnings from retail mutual funds were stable at USD 13 million. The loss from fixed annuities amounted to USD 18 million, as a charge for assumption changes of USD 65 million was only partly offset by a positive adjustment to the intangible balances of USD 10 million. Earnings from stable value solutions declined to USD 25 million due to lower account balances from net outflows.

Latin America contributed USD 1 million to underlying earnings for the quarter.

Net income

The net loss from Aegon's businesses in the Americas was USD 798 million in the third quarter, due to the loss on the divestment of Canada.

The loss from fair value items amounted to USD 163 million. This includes the positive impact from assumption changes of USD 113 million related to adjustments to the discount rate of variable annuity liabilities.

The loss on fair value hedges without an accounting match under IFRS, which relate to the macro hedge on the GMIB variable annuities block and hedges that protect against low interest rates, was USD 98 million. This was primarily driven by ineffectiveness of the equity hedge program, in part the result of assumption changes and model updates, and losses related to the successful uptake of the enhanced alternative lump sum offering for legacy GMIB products.

Fair value hedges with an accounting match, which include the hedges on Aegon's GMWB variable annuities, contributed a profit of USD 8 million.

Fair value investments amounted to a loss of USD 73 million, as an underperformance on primarily hedge fund investments was only partially offset by gains on real estate investments.

Realized gains on investments amounted to USD 2 million. Net impairments remained low at USD 6 million for the quarter, while the results of run-off businesses improved to USD 31 million, primarily the result of favorable mortality and lapse experience.

Other charges amounted to USD 1,014 million. These were primarily the result of the book loss on the divestment of the Canadian insurance business of USD 837 million and model updates, primarily related to the universal life book, of USD 184 million. The divestment of Clark Consulting resulted in a book gain of USD 8 million.

Return on capital

In the third quarter of 2015, the return on average capital invested in Aegon's business in the Americas, excluding revaluation reserves and defined benefit plan remeasurements, amounted to 5.7%. Excluding the assumption changes, the return on average capital amounted to 7.4%. The return on capital of Aegon's businesses excludes the benefit of leverage at the holding.

Operating expenses

Operating expenses increased by 1% to USD 468 million. Excluding the divestment of Canada, expenses increased by 8% compared with the third quarter of 2014. This was driven by higher employee benefit expenses, investments in technology and growth of the business.

Sales

New life sales declined to USD 165 million, as growth in indexed universal life was more than offset by the divestment of Canada, the withdrawal of the universal life secondary guarantee product due to the low interest rate environment, and lower term life sales. New premium production for accident and health insurance was down to USD 221 million, mainly resulting from a lower contribution from portfolio acquisitions and several product exits.

Gross deposits amounted to USD 8.7 billion. Gross deposits in pensions increased 12% to USD 5.6 billion. Slightly lower takeover deposits were more than offset by a 25% increase in recurring deposits, both from new plan participants and higher contributions resulting from the continued focus on retirement readiness. Gross deposits in variable annuities were down to USD 1.8 billion, mainly driven by product adjustments implemented in the first quarter of 2015 in response to the low interest rate environment. Gross deposits in mutual funds were stable at USD 1.2 billion.

Net deposits, excluding run-off businesses, amounted to USD 0.8 billion in the third quarter. Net deposits for retirement plans were down to USD 0.6 billion, driven by lower takeover deposits and higher contract discontinuances. In the first nine months of 2015, the asset retention rate increased to approximately 14%, up from 12% in the first nine months of 2014. Aegon remains on track to meet its 20% target in the medium term. Net deposits in variable annuities declined to USD 0.6 billion, mainly due to outflows resulting from the successful enhanced alternative lump sum offer for the legacy GMIB block, which generated outflows of USD 0.3 billion. Net deposits on the core variable annuity block remained strong at approximately USD 0.9 billion. Fixed annuities experienced net outflows of USD 0.4 billion due to the overall portfolio reduction as part of the strategic repositioning of the business.

Market consistent value of new business

The market consistent value of new business declined to USD 110 million in the third quarter of 2015, primarily driven by a lower contribution from variable annuities and the divestment of Canada. The former was caused by lower interest rates, which more than offset the product adjustments to improve the margins of variable annuities implemented in previous quarters.

Revenue-generating investments

Revenue-generating investments declined 3% to USD 374 billion over the third quarter. Investments for account of policyholders and off balance sheet investments for third parties declined 4% compared to the second quarter, driven by negative market movements. General account assets increased 2% over the quarter as the effect of lower interest rates more than offset outflows from the run-off businesses and fixed annuities.

Americas

<i>USD millions</i>	Notes	Q3 2015	Q2 2015	%	Q3 2014	%	YTD 2015	YTD 2014	%
Underlying earnings before tax by line of business									
<i>Life insurance</i>		91	68	34	(259)		160	(81)	
<i>Accident & health insurance</i>		8	58	(87)	4	117	103	135	(24)
<i>Life & protection</i>		99	126	(21)	(256)		262	54	
<i>Retirement plans</i>		67	72	(7)	69	(4)	207	196	6
<i>Mutual funds</i>		13	11	13	13	(3)	34	36	(5)
<i>Variable annuities</i>		83	127	(34)	298	(72)	367	527	(30)
<i>Fixed annuities</i>		(18)	37		7		47	117	(60)
<i>Stable value solutions</i>		25	25	(1)	27	(7)	76	82	(7)
Investments & retirement		170	272	(38)	415	(59)	731	957	(24)
Canada					12			26	
Latin America		1	(2)		1	(23)		3	
Underlying earnings before tax									
		270	396	(32)	172	57	993	1,040	(4)
Fair value items		(163)	(321)	49	(213)	24	(585)	(442)	(33)
Realized gains / (losses) on investments		2	(28)		18	(89)	(58)	101	
Net impairments		(6)	10		28			53	
Other income / (charges)		(1,014)			(36)		(1,014)	(47)	
Run- off businesses		31	3		(43)		43	(25)	
Income before tax		(880)	60		(73)		(623)	681	
Income tax		81	29	177	73	12	77	(84)	
Net income / (loss)		(798)	89		(1)		(546)	596	
Net underlying earnings		228	308	(26)	139	64	771	746	3
Commissions and expenses of which operating expenses		952	1,197	(20)	1,036	(8)	3,296	3,291	
		468	453	3	464	1	1,371	1,388	(1)
New life sales	10								
Life single premiums		33	34	(2)	85	(61)	111	231	(52)
Life recurring premiums annualized		162	171	(5)	180	(10)	487	495	(2)
Total recurring plus 1/10 single		165	175	(5)	188	(12)	498	518	(4)
Life & protection		154	161	(5)	156	(2)	465	434	7

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Canada				19			53	
Latin America	11	13	(13)	13	(11)	33	31	7
Total recurring plus 1/10 single	165	175	(5)	188	(12)	498	518	(4)
New premium production accident and health insurance	221	237	(7)	306	(28)	787	953	(17)
Gross deposits (on and off balance) by line of business	10							
Life & protection	2	2	(10)	3	(42)	5	7	(24)
Retirement plans	5,648	6,574	(14)	5,028	12	21,506	21,457	
Mutual funds	1,228	1,222	1	1,254	(2)	3,759	3,417	10
Variable annuities	1,806	2,126	(15)	2,903	(38)	6,272	7,416	(15)
Fixed annuities	63	70	(11)	84	(25)	213	243	(12)
Investments & retirement	8,744	9,992	(12)	9,268	(6)	31,750	32,532	(2)
Canada				30			93	
Latin America	3	3	(5)	4	(29)	9	13	(32)
Total gross deposits	8,749	9,996	(12)	9,305	(6)	31,764	32,645	(3)
Net deposits (on and off balance) by line of business	10							
Life & protection	(9)	(9)	5	(17)	48	(30)	(36)	16
Retirement plans	622	2,053	(70)	883	(30)	7,274	8,153	(11)
Mutual funds	2	117	(98)	239	(99)	(47)	597	
Variable annuities	565	378	50	1,795	(68)	1,954	4,125	(53)
Fixed annuities	(395)	(452)	13	(552)	28	(1,312)	(1,991)	34
Stable value solutions				(1,746)			(2,940)	
Investments & retirement	795	2,096	(62)	618	29	7,868	7,943	(1)
Canada				(61)			(225)	
Latin America	(1)					(1)	6	
Total net deposits excluding run-off businesses	785	2,086	(62)	541	45	7,836	7,688	2
Run-off businesses	(328)	(121)	(170)	(348)	6	(689)	(1,420)	51
Total net deposits / (outflows)	457	1,965	(77)	193	137	7,147	6,268	14

Revenue-generating investments

	Sep. 30, 2015	Jun. 30, 2015	%	Dec. 31, 2014	%
Revenue-generating investments (total)	374,282	384,480	(3)	379,914	(1)
Investments general account	97,613	95,774	2	101,067	(3)

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Investments for account of policyholders	107,575	113,015	(5)	110,287	(2)
Off balance sheet investments third parties	169,093	175,691	(4)	168,561	

THE NETHERLANDS

Underlying earnings before tax up 6% to EUR 135 million

Net income increases to EUR 126 million, mainly driven by lower fair value losses

New life sales decline to EUR 24 million, due to lower pension sales
Underlying earnings before tax

Underlying earnings from Aegon's operations in the Netherlands increased to EUR 135 million.

Life & Savings earnings amounted to EUR 81 million. Higher investment income and lower funding costs were more than offset by one-time charges of EUR 5 million, which were primarily related to a reduction in securitized mortgage balances.

Earnings from the Pension business were up 17% to EUR 47 million. This was primarily driven by an increased allocation of higher yielding mortgages to the investment portfolio.

The contribution from the Non-life business improved to EUR 1 million. Improving results in the disability segment were partly offset by higher losses on the proxy channel and commercial line portfolios, in addition to lower investment income.

Earnings from the distribution businesses increased to EUR 6 million, due to cost savings and lower amortization of VOBA.

Net income

Net income from Aegon's businesses in the Netherlands nearly tripled to EUR 126 million. The loss on fair value items amounted to EUR 1 million as the positive impact of rising credit spreads was offset by adjustments to the asset mix and interest rate volatility. Realized gains on investments increased to EUR 32 million and were the result of normal trading activity. Impairments amounted to EUR 6 million.

Return on capital

The return on average capital invested in Aegon's businesses in the Netherlands was 10.8%, excluding revaluation reserves and defined benefit plan remeasurements. Return on capital of Aegon's businesses excludes the benefit of leverage at the holding.

Operating expenses

Operating expenses declined 1% to EUR 193 million, as higher employee benefit expenses and investments to support the growth of the pension administration business and new ventures were more than offset by lower restructuring expenses.

Sales

New life sales amounted to EUR 24 million in the third quarter. Pension sales declined to EUR 18 million, due to reduced pension buyout activity in the current low interest rate environment. Individual life sales amounted to EUR 6 million.

Gross deposits increased 40% to EUR 1.0 billion. This was mainly the result of the continued strong performance of Knab, Aegon's online bank in the Netherlands, which accounted for EUR 631 million of gross deposits in the third quarter, up from EUR 435 million in the third quarter of 2014. PPI deposits increased to EUR 114 million, which benefited from the first time inclusion of deposits at Aegon's subsidiary TKP. Corrected for this, PPI deposits increased 97% compared to the third quarter of 2014, driven by Aegon's attractive and market-leading product offering.

Production of mortgages in the third quarter of 2015 increased to EUR 1.5 billion, of which EUR 1.0 billion was related to third-party investor demand. Premium production for accident & health and general insurance increased by 21% to EUR 9 million.

Market consistent value of new business

The market consistent value of new business in the Netherlands declined to EUR 17 million. This was caused by lower pension sales and a lower contribution from mortgages, driven by lower margins and the majority of production in the third quarter being for the account of third-party investors.

Revenue-generating investments

Revenue-generating investments amounted to EUR 81 billion, down 1% compared with the previous quarter. This was mainly due to negative market impacts.

The Netherlands

<i>EUR millions</i>	Notes	Q3 2015	Q2 2015	%	Q3 2014	%	YTD 2015	YTD 2014	%
Underlying earnings before tax by line of business									
Life and Savings		81	80		82	(2)	242	234	4
Pensions		47	53	(12)	40	17	155	136	14
Non-life		1	(1)				(8)	4	
Distribution		6	3	89	5	25	13	13	7
Underlying earnings before tax		135	136	(1)	127	6	402	386	4
Fair value items		(1)	(117)	99	(101)	99	34	(268)	
Realized gains / (losses) on investments		32	101	(68)	52	(39)	273	183	49
Net impairments		(6)	(3)	(105)	(2)	(150)	(14)	(7)	(104)
Other income / (charges)					(6)		(22)	(14)	(57)
Income before tax		160	117	36	70	128	674	281	140
Income tax		(34)	(26)	(31)	(26)	(30)	(153)	(62)	(147)
Net income / (loss)		126	91	38	44	187	521	219	138
Net underlying earnings		104	106	(2)	98	7	312	300	4
Commissions and expenses		243	263	(8)	249	(2)	781	766	2
of which operating expenses		193	200	(4)	195	(1)	603	575	5
New life sales									
Life single premiums		199	144	38	984	(80)	600	1,560	(62)
Life recurring premiums annualized		5	10	(55)	1		27	13	111
Total recurring plus 1/10 single		24	25	(1)	99	(75)	87	169	(49)
Life and Savings		6	7	(3)	6	10	25	27	(8)
Pensions		18	18		93	(81)	62	141	(56)
Total recurring plus 1/10 single		24	25	(1)	99	(75)	87	169	(49)
New premium production accident and health insurance		1	2	(50)	1	(17)	8	8	(2)
New premium production general insurance		7	7	1	6	31	22	20	10
Mortgages production		1,499	1,200	25	1,444	4	3,877	3,912	(1)

Gross deposits (on and off balance) by line of business								
Life and Savings	886	1,073	(17)	698	27	3,496	1,740	101
Pensions	114	43	168	18		183	53	
Total gross deposits	1,000	1,116	(10)	716	40	3,679	1,793	105
Net deposits (on and off balance) by line of business								
Life and Savings	116	312	(63)	319	(64)	1,198	594	102
Pensions	114	43	168	18		183	53	
Total net deposits / (outflows)	230	355	(35)	338	(32)	1,381	647	113

Revenue-generating investments

	Sep. 30, 2015	Jun. 30, 2015	%	Dec. 31, 2014	%
Revenue-generating investments (total)	80,864	81,547	(1)	81,974	(1)
Investments general account	53,530	53,016	1	51,898	3
Investments for account of policyholders	26,470	27,700	(4)	29,209	(9)
Off balance sheet investments third parties	863	831	4	868	(1)

UNITED KINGDOM

Underlying earnings before tax of GBP 19 million

Platform assets more than doubled to GBP 5.3 billion; net inflows of GBP 0.9 billion

37,000 direct customers added to Retiready

Operating expenses down 24% to GBP 63 million

Underlying earnings before tax

Underlying earnings before tax from Aegon's operations in the United Kingdom in the third quarter amounted to GBP 19 million.

Earnings from Life declined to GBP 10 million. This was the result of reserve strengthening and adverse claims experience for a total of GBP 3 million and selective de-risking of the investment portfolio to improve Aegon's capital position under Solvency II.

Earnings from Pensions increased to GBP 9 million. This included positive one-time items of GBP 10 million primarily related to policy adjustments. Excluding these gains, earnings declined, as expense reductions were more than offset by the fall in equity markets and lower fees arising from the implementation of the fee cap.

Fee revenues amounted to GBP 101 million, down 10% compared with the third quarter of 2014 due to lower fee margins. Fee revenues from the platform were up 81% in the third quarter compared with the second quarter of 2015, due to the strong increase in assets under administration.

Net income

Net income more than doubled to GBP 44 million, due to a higher contribution from fair value items. The gain on fair value items of GBP 25 million resulted from unrealized gains on equity hedges to protect the capital position under Solvency II.

Customers

Growth of the platform accelerated as planned for 2015, as a further 47,000 new customers, including upgrades, were added to the platform in the third quarter of 2015. The total number of customers on the platform increased to nearly 200,000.

Sales

The net inflow on Aegon's platform strongly increased to GBP 0.9 billion, mainly driven by the upgrading of existing customers. As a result, total assets on the platform grew to GBP 5.3 billion at the end of the third quarter of 2015. The average size of new advised individual policies on the platform, including those customers that chose to upgrade, was approximately GBP 64,000, more than double the amount for the traditional book of pensions and bonds. Total assets under management for the drawdown product on the platform were up 88% in a year to GBP 0.8 billion and are 15% higher than the second quarter of 2015.

Total new life sales were down 30% to GBP 139 million, primarily due to lower demand for traditional pension products.

Regulation

The Pension Flexibility regulation that came into effect in April, 2015, led to higher outflows from Aegon's back book in the third quarter of 2015, although the pace of outflows decreased over the quarter. Aegon expects this trend to continue in the fourth quarter of 2015, albeit at lower levels than in the second and third quarters.

Return on capital

The return on average capital invested in Aegon's businesses in the United Kingdom, excluding revaluation reserves and defined benefit plan remeasurements, was 2.5% in the third quarter of 2015.

Operating expenses

Operating expenses declined 24% to GBP 63 million, driven by lower business transformation costs and cost reduction programs.

Market consistent value of new business

The market consistent value of new business in the UK amounted to a negative GBP 7 million. This was mainly driven by the platform not yet being at break-even level.

Revenue-generating investments

Revenue-generating investments declined 4% to GBP 58 billion during the third quarter, primarily driven by negative market effects and, to a lesser extent, by net outflows from the traditional pension book.

United Kingdom

<i>GBP millions</i>	Notes	Q3 2015	Q2 2015	%	Q3 2014	%	YTD 2015	YTD 2014	%
Underlying earnings before tax by line of business									
Life		10	20	(50)	18	(43)	45	56	(21)
Pensions		9	4	109	4	113	28	14	106
Underlying earnings before tax		19	25	(21)	22	(12)	72	70	3
Fair value items		25	(5)				3	(13)	
Realized gains / (losses) on investments			40	(99)	7	(94)	41	100	(58)
Other income / (charges)	5	2	(8)		(8)		9	(10)	
Income before tax		47	51	(9)	21	126	127	147	(14)
Income tax attributable to policyholder return		5	8	(38)	(5)		(2)	(21)	88
Income before income tax on shareholders return		52	59	(13)	15		124	126	(1)
Income tax on shareholders return		(7)	(4)	(78)	4		(12)	(10)	(24)
Net income / (loss)		44	55	(19)	20	126	112	116	(3)
Net underlying earnings		17	27	(38)	25	(32)	70	73	(4)
Commissions and expenses of which operating expenses		124	128	(3)	148	(16)	384	435	(12)
		63	66	(5)	83	(24)	193	237	(19)
New life sales	6								
Life single premiums		397	385	3	387	3	1,176	1,294	(9)
Life recurring premiums annualized		99	151	(35)	160	(38)	410	502	(18)
Total recurring plus 1/10 single		139	190	(27)	199	(30)	528	631	(16)
Life		13	14	(9)	13	(4)	39	40	(3)
Pensions		126	176	(28)	185	(32)	489	591	(17)
Total recurring plus 1/10 single		139	190	(27)	199	(30)	528	631	(16)
New premium production accident and health insurance								1	

Gross deposits (on and off balance) by line of business

Savings	51	64	(21)	72	(30)	174	173
Total gross deposits	51	64	(21)	72	(30)	174	173

Net deposits (on and off balance) by line of business

Variable annuities	(11)	(13)	17	(16)	31	(40)	(54)	27
Savings	39	52	(25)	62	(37)	138	153	(10)
Total net deposits / (outflows)	28	39	(28)	46	(39)	98	99	(1)

Platform assets under administration (balance end of period)

	5,327	4,635	15	2,350	127	5,327	2,350	127
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Revenue-generating investments

	Sep. 30, 2015	Jun. 30, 2015	%	Dec. 31, 2014	%
Revenue-generating investments (total)	57,575	59,698	(4)	60,479	(5)
Investments general account	10,036	10,009		10,249	(2)
Investments for account of policyholders	46,987	49,149	(4)	49,788	(6)
Off balance sheet investments third parties	552	540	2	443	25

NEW MARKETS

Underlying earnings increase to EUR 69 million driven by Asia and Asset Management

Net income of EUR 26 million impacted by model updates

New life sales up 11% to EUR 68 million as a result of increased sales in Asia

Gross deposits increase to EUR 10.5 billion due to strong asset management inflows
Underlying earnings before tax

In the third quarter of 2015, Aegon's underlying earnings before tax from New Markets increased to EUR 69 million. This increase was due to higher earnings in Asia and Asset Management, which were partly offset by adverse claim experience in Hungary and the divestment of Aegon's stake in La Mondiale Participations.

Earnings from Central & Eastern Europe (CEE) decreased to EUR 8 million due to lower investment income, lower margins on mortgages, and EUR 6 million adverse claim experience following storms in Hungary.

Earnings from Asia of EUR 18 million included non-recurring intangible adjustments of EUR 6 million related to higher than anticipated investment yields. The comparable quarter last year included a charge from model updates of EUR 26 million. Excluding these one-time items, earnings increased due to favorable mortality of EUR 2 million and the favorable timing of expenses of EUR 3 million.

Earnings from Spain & Portugal declined to EUR 3 million as a result of the divestment of Aegon's stake in La Mondiale Participations. Excluding this divestment, earnings increased driven by growth of Aegon's joint ventures with Santander.

Variable Annuities Europe declined to nil as a result of increased hedging expenses.

Earnings from Aegon Asset Management were up 22% to EUR 40 million. This increase was the result of higher performance fees, which amounted to EUR 9 million in the third quarter, higher management fees and favorable currency movements, which were partly offset by project-related expenses.

Net income

Net income from Aegon's operations in New Markets amounted to EUR 26 million. Fair value items amounted to EUR 7 million, which mainly related to the hedging of variable annuities in Europe. Other charges amounted to EUR

43 million as a result of model updates in Asia. These were primarily the result of a more detailed approach to the modeled reinsurance premiums.

Return on capital

The return on average capital, excluding revaluation reserves, invested in Aegon's businesses in New Markets increased to 8.1% due to higher net underlying earnings. The return on capital of Aegon's businesses excludes the benefit of leverage at the holding.

Operating expenses

Operating expenses increased by 19% to EUR 198 million in the third quarter, partly due to unfavorable currency movements. At constant currencies, the increase was 11% due to growth of the business as well as higher project-related expenses in Aegon Asset Management.

Sales

New life sales increased 11% to EUR 68 million compared with the third quarter of 2014.

In Central & Eastern Europe, new life sales declined 24% to EUR 19 million. Sales growth in Turkey and through the tied-agent network in Hungary was more than offset by lower sales in Poland resulting from changes in the product offering.

In Asia, new life sales increased by 54% to EUR 42 million. This increase was mainly the result of higher sales of universal life products out of Hong Kong and Singapore, and favorable currency movements. In addition, sales in China increased largely as a result of the continued success of the whole life critical illness product.

In Spain & Portugal, new life sales decreased 18% to EUR 8 million due to lower sales contribution from the bancassurance joint ventures.

New premium production from Aegon's accident & health and general insurance businesses increased to EUR 22 million, partly driven by strong fee-based health sales in Asia.

Gross deposits in New Markets were up 42% to EUR 10.5 billion. Deposits in Aegon Asset Management increased 45% to EUR 10.2 billion. This increase was due to higher absolute return fund sales in the United Kingdom, and the first time proportional inclusion of inflows at La Banque Postale Asset Management. Deposits in Variable Annuities Europe declined to EUR 103 million as increased variable annuity sales were more than offset by lower sales in offshore bonds. Deposits in Asia of EUR 52 million were affected by lower sales commissions on variable annuities in Japan. A new variable annuity product was launched in October, and is expected to lead to increased demand.

Net deposits in New Markets amounted to EUR 3.6 billion in the third quarter. Asset Management net inflows were particularly strong in China EUR 3.2 billion predominantly driven by inflows in money market funds. Net inflows of EUR 0.6 billion in the United Kingdom and EUR 0.2 billion in the United States were partly offset by EUR 0.4 billion outflows at La Banque Postale Asset Management. Net flows from La Banque Postale Asset Management are expected to improve over 2016 as a result of the launch of new products to be developed in cooperation between this joint venture and Aegon Asset Management.

Market consistent value of new business

The market consistent value of new business in New Markets decreased to EUR 19 million as sales growth was more than offset by lower interest rates.

Revenue-generating investments

Revenue-generating investments were up 5% to EUR 141 billion during the third quarter of 2015. This increase was mainly driven by the inclusion of EUR 7 billion assets related to the merger of La Banque Postale Asset Management with a local French asset manager.

New Markets

<i>EUR millions</i>	Notes	Q3 2015	Q2 2015	%	Q3 2014	%	YTD 2015	YTD 2014	%
Underlying earnings before tax									
Central & Eastern Europe		8	10	(14)	16	(47)	23	53	(56)
Asia		18	2		(19)		17	(13)	
Spain & Portugal		3	4	(19)	7	(56)	10	26	(63)
Variable Annuities Europe			(1)	86	3			7	(97)
Aegon Asset Management		40	47	(16)	33	22	132	89	48
Underlying earnings before tax		69	62	12	40	74	183	163	12
Fair value items		7	(3)				(1)	8	
Realized gains / (losses) on investments		1	4	(71)	8	(88)	10	12	(16)
Net impairments		(1)	1		(14)	95	(2)	(38)	96
Other income / (charges)		(43)			14		(43)	13	
Income before tax		34	63	(47)	48	(29)	148	157	(6)
Income tax		(8)	(24)	69	(12)	39	(54)	(44)	(21)
Net income / (loss)		26	39	(33)	35	(26)	94	113	(17)
Net income / (loss) attributable to:									
Equity holders of Aegon N.V.		26	39	(33)	35	(26)	93	113	(17)
Non-controlling interests				(45)		(33)			
Net underlying earnings		46	38	20	25	84	114	114	
Commissions and expenses		293	297	(1)	226	30	885	699	27
of which operating expenses		198	209	(5)	166	19	600	485	24
New life sales	10								
Life single premiums		383	353	8	269	42	1,332	791	68
Life recurring premiums annualized		30	37	(18)	34	(13)	112	115	(3)
Total recurring plus 1/10 single Life		68	72	(5)	61	11	245	194	26
Total recurring plus 1/10 single		68	72	(5)	61	11	245	194	26
Central & Eastern Europe		19	22	(14)	25	(24)	69	74	(7)
Asia		42	40	5	27	54	147	85	73
Spain & Portugal		8	10	(26)	9	(18)	30	36	(18)
Total recurring plus 1/10 single		68	72	(5)	61	11	245	194	26

New premium production accident and health insurance	11	10	11	8	37	33	25	31
New premium production general insurance	10	12	(18)	10	(1)	38	31	23

Gross deposits (on and off balance)

	10							
Central & Eastern Europe	57	55	3	46	22	165	161	3
Asia	52	91	(43)	120	(57)	345	373	(7)
Spain & Portugal	3	4	(33)	8	(66)	12	10	30
Variable Annuities Europe	103	90	14	125	(17)	284	297	(4)
Aegon Asset Management	10,240	6,256	64	7,083	45	21,643	14,815	46
Total gross deposits	10,455	6,496	61	7,382	42	22,449	15,655	43

Net deposits (on and off balance)

	10							
Central & Eastern Europe	17	(36)		24	(30)	4	(1,429)	
Asia	40	73	(45)	113	(65)	303	353	(14)
Spain & Portugal	1	2	(71)			5	(2)	
Variable Annuities Europe	2	(51)		30	(93)	(71)		
Aegon Asset Management	3,505	988		2,778	26	6,574	3,784	74
Total net deposits / (outflows)	3,564	975		2,945	21	6,814	2,706	152

Revenue-generating investments

	Sep. 30, 2015	Jun. 30, 2015	%	Dec. 31, 2014	%
Revenue-generating investments (total)	140,837	133,841	5	84,251	67
Investments general account	5,891	5,549	6	4,806	23
Investments for account of policyholders	6,970	7,410	(6)	6,971	
Off balance sheet investments third parties	127,977	120,881	6	72,474	77

Market consistent value of new business

<i>EUR millions, after tax</i>	MCVNB					MCVNB		
	Q3 2015	Q2 2015	%	Q3 2014	%	YTD 2015	YTD 2014	%
Americas	99	92	8	136	(27)	253	422	(40)
The Netherlands	17	68	(75)	35	(52)	125	134	(7)
United Kingdom	(9)	4		(5)	(76)	3	(6)	
New Markets	19	19	(1)	27	(30)	67	86	(22)
Total	125	183	(31)	192	(35)	448	636	(30)