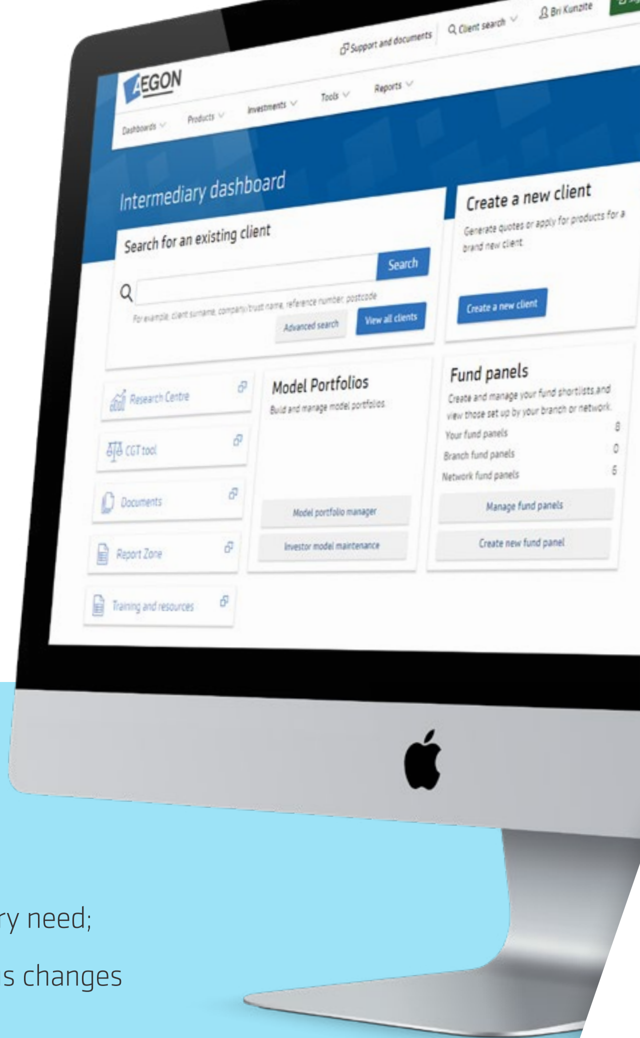
For intermediaries only

10 good reasons to use the Aegon Platform



As the largest platform in the UK[1] we want to go beyond transacting and help you build a robust savings journey for every client throughout their lifetime.

1 Scale and financial strength

With our size and financial strength we can:

- price ourselves competitively;
- adapt our business above and beyond regulatory need;
- navigate our business and yours through various changes that impact our society, and
- provide stability and operational capability to the meet the needs of you and your clients.

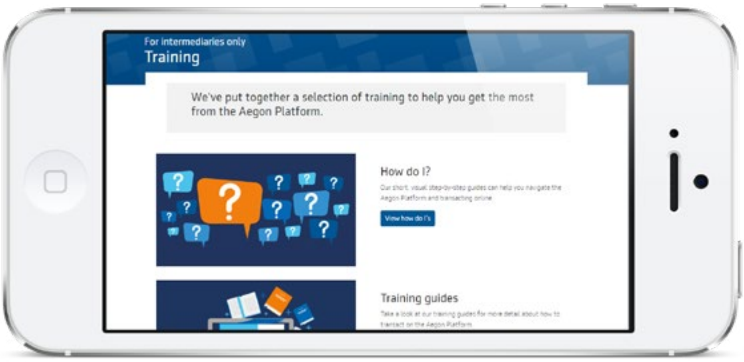
2 Ownership

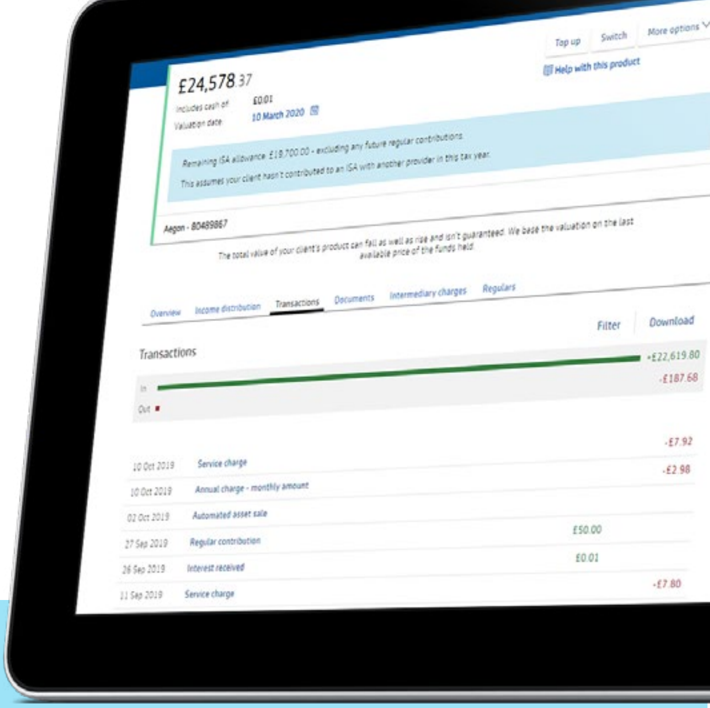
Aegon is an international provider of life insurance, pensions and asset management. Trusted with over EUR 898 billion of assets, we have businesses in over 20 countries around the world and just under four million customers in the UK alone.[2]

3 A dedicated intermediated platform

We're totally focused on serving intermediaries like you – not competing with you. Working in partnership, we provide products and services to help you create financial planning solutions to get your clients closer to their financial goals.

[1] Source: Platforum, UK Adviser Platform Guide, Issue 39, September 2019.
[2] Correct as at December 2019





4

Market leading integration

As well as working closely with leading suppliers of back office and point of sale systems, we're the only platform to power Intelliflo's Automated Advice.

By us using this functionality it means you can share client, product and transaction information between us and your systems automatically – making your business run more efficiently.

5

A truly holistic view of your client's investments

This enables you to identify business opportunities to strengthen your sales revenue and reduce your operational overheads. Having expertise in consolidating collective investments and ISAs, we also offer a robust platform for consolidating your clients' pensions.

6

Training and support

We have a comprehensive support team, including:

- Strategic Partnership Managers
- Platform Consultants
- Customer Experience
- Tax and Trust Manager
- Pensions Technical
- Regional support

So no matter the nature of the enquiry, or where you are in the country, we have experts on hand for when you and your clients need us.

Although we believe in bringing you regular and direct contact with your Aegon representative, we understand this doesn't work for everyone. That's why we also offer a whole host of training and resources online from questions and answers to step-by-step guides available to download, save and print so you can easily train your support staff as you go.

7

Centralised control

We've designed six user roles to help you apply tighter governance over specific permissions, and reduce the risk of individuals performing tasks that are outside of their role.

Some of the key functions of these roles mean you can:

- set up your investment proposition as a default;
- access information available to monitor use by other user roles - delivering consistency and reducing risk;
- decide what level of access your clients should have (if any), and
- access a suite of management information so you can reconcile your charge payments.

8

Powerfully simple navigation

We purposely made signing in and navigating around the Aegon Platform as straightforward as possible - as we want you to make the time you have with your clients as meaningful as possible, instead of trying to find your way around our processes.

9

Ability to give your client's control

Give your clients online access to help them engage with their investments. It provides clients with a view of all the investments they hold with us on the platform and our range of services, giving you more time to help them achieve their financial ambitions.

You can also customise the Customer dashboard to align with your brand.

10

Platform tools

Our core online portfolio planning tools are available to support client servicing:

- Research Centre – browse and compare the funds on offer, see fund charges and objectives and monitor performance.
- Capital gains tax (CGT) tool – gives you the information you need to manage your clients' CGT liabilities.
- Portfolio scan – a product level tool enabling you to see how the investments in your client's portfolios work together. Plus it gives you tailored reporting so you can see the asset mix, performance and holdings.
- Report Zone - benefit from valuable and efficient management reporting that helps you identify opportunities, keep track of business and demonstrate the value of your advice.