

# Statement on Inclusion and Diversity

October 2023



“I believe including multiple and diverse perspectives is critical. This makes debates richer and it leads to better decisions. I want people from all walks of life to feel welcome, seen, heard and valued at Aegon. That will help us better tune in to our customers, quickly adapt to changing markets and achieve great things together.”

Lard Friese,  
CEO Aegon

Our vision is to build a fair and inclusive company. Where we overcome obstacles to participation and increase our diversity. So that everyone belongs, everyone plays a role in fostering inclusion, and we can all live our best life. In our workplace, our marketplace and our communities.

Aegon understands that there is much more to every one of us than you first realize. That’s why Aegon’s approach to inclusion and diversity centres on creating an environment where you can bring your authentic self to work.

Aegon believes that to truly serve our customers and deliver on our purpose “To help people live their best lives” we must ensure everyone feels seen, heard, and valued. In this way, we continuously evolve and adapt to the changing needs of our people and our customers.

Aegon recognizes that this promise can only be delivered in an environment where our people and stakeholders share personal accountability for building an inclusive and diverse organization.

Our commitment to inclusion and diversity will be demonstrated through our actions and inclusive policies. Our strategy is designed to support and enrich our culture and encourage our employees to be part of a team of ambitious, positive problem-solvers who get things done. This includes bringing different perspectives and a deep understanding of our customers’ values to the organization’s operations and decision making. To this end, we will strengthen self-awareness to avoid biases, build on our sense of belonging and encourage inclusivity.