



PRESS RELEASE

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Ageas Annual Report 2010

The **Ageas Annual Report 2010** is online as of today on www.ageas.com, and a new dedicated website has been launched with additional content and functionalities at <http://ar.ageas.com>.

The **Annual Report** contains the Message to the Shareholders, the Report of the Board of Directors and the Consolidated Financial Statements of Ageas.

You can access the "Annual Report" directly by simply clicking on the link below:
http://www.ageas.com/Documents/EN_AnnualReport_2010.pdf.

The new **Annual Review** website enables readers to customize the content to their own specific needs. It offers the same content as the Annual Report, but with additional tailor-made content such as reviews of the businesses in Belgium, UK, Continental Europe and Asia, and information on the General Account and the Ageas share.

Moreover, the reader can choose between the "At first glance" summary review and the more in-depth "Detailed overview" of Ageas's annual results.

Lightly animated versions of the Annual Reports' graphs, histograms and pie charts are also available on the website. The visitor can choose which data set he or she wants to view with a simple click, adding or subtracting information from the graphics in an instant.

At the top of each page on the website, the "Add to my PDF" icon allows visitors to create a personalised and easily printable version of the chosen content. And finally, a PDF of the Annual Report can be downloaded, with the added benefit of being able to choose exactly which chapters to print –or not to print– via a simple interface.

You can access the "Annual Review" directly by simply clicking on the link below: <http://ar.ageas.com>.

Ageas's annual results for 2010 were published on 9 March 2011. The publication of the first quarter 2011 results is scheduled on 18 May 2011.

Ageas is an international insurance company with a heritage spanning more than 180 years. Ranked among the top 20 insurance companies in Europe, Ageas has chosen to concentrate its business activities in Europe and Asia, which together make up the largest share of the global insurance market. They are grouped around four segments: Belgium, United Kingdom, Continental Europe and Asia. It is an undisputed leader in the Belgian market for *individual life* and *employee benefits*, as well as a leading *non-life* player, through AG Insurance. Internationally Ageas has a strong presence in the UK, where it is the second largest player in private car insurance. The company also has subsidiaries in France, Germany and Hong Kong. Ageas has a track record in developing partnerships with strong financial institutions and key distributors in different markets around the world and successfully operates partnerships in Luxembourg, Italy, Portugal, China, Malaysia, India and Thailand. Ageas employs more than 13,000



people and has annual inflows of almost EUR 18 billion.

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