

AEGON: Lead Partner of British Tennis

Media briefing notes





Otto Thoresen
Chief Executive
AEGON UK

‘AEGON is delighted to be the Lead Partner of British Tennis.

‘We support the LTA’s ambitions to develop the sport of tennis in Britain and to have British players winning at the very highest levels of the game. The scope of our partnership reflects this, extending from the grass roots of the game in schools and the community through to world-class international tournaments.

‘The partnership also represents an important milestone for AEGON in building our brand in the UK. We’re proud to be associated with a sport that is dynamic, forward-thinking and committed to the pursuit of excellence.

‘This is the start of an exciting new chapter for both our organisations. We’ll be working closely with the LTA over the next five years to help promote, grow and develop tennis in Britain.’

AEGON UK at a glance

AEGON is one of the world’s largest life and pensions companies. In the UK, we’re a leading provider of pensions, investments and protection for people and companies. Our products help over two million customers to achieve their long-term financial goals, whether that’s saving for retirement, protecting their home or business against financial hardship, or simply growing their investments.

Key facts:

- headquarters in Edinburgh with offices across the UK
- 4,900 employees
- £51 billion assets under management and administration
- financial strength rating of AA (very strong) for our life and pensions business, from independent ratings agency Standard & Poor’s
- one of the UK’s top five life assurance and pension companies by market share, with two million customers

We have a history of growth and diversification and today our businesses are known for their strength and expertise in our core markets of pensions, investments and protection. Our products are available through financial advisers all over the country and we’re breaking new ground with distribution deals including Barclays and Openwork.





Company history

1831 Our roots go back 175 years to the foundation of Scottish Equitable Life Assurance Society in Edinburgh.

1994 AEGON's involvement in the UK started when the Group began its acquisition of Scottish Equitable – one of the first demutualisations.

1999 AEGON UK was set up, incorporating Scottish Equitable and AEGON's other UK businesses.

2006 We linked the AEGON name to our established brands for the first time, making the connection between our global strength and UK expertise.

AEGON worldwide

As an international life insurance, pensions and investment company, we bring together businesses in the Americas, Europe and Asia, with €344 billion (£273 billion) in assets under management. Throughout their working lives and into retirement, millions of people around the world rely on AEGON to help them secure their long-term financial futures.

An FT Global 500 company, AEGON's common shares are listed on the Amsterdam, London, New York and Tokyo stock exchanges.

AEGON and sponsorship

Our partnership with the LTA and British Tennis will be by far our biggest sponsorship commitment in the UK. We also support two promising young golfers, brothers Lloyd and Elliot Saltman, and Catriona Matthew, currently placed 24th in the women's world rankings.

Internationally, AEGON sponsors Dutch football club Ajax in the Netherlands and recent US Masters golf winner Zach Johnson.





Find out more

The AEGON Media Team



Lesley McPherson

Head of Media Relations

Phone: 0131 549 3782

Mobile: 07740 897 541

Email: lesley.mcpherson@aegon.co.uk



Jonathan Atkins

Public Relations Manager

Phone: 0207 200 2502

Mobile: 07740 897 373

Email: jonathan.atkins@aegon.co.uk



Margaret Robertson

Public Relations Manager

Phone: 0131 549 6798

Mobile: 07740 897 527

Email: margaret.robertson@aegon.co.uk



Mark Locke

Public Relations Manager

Phone: 0131 549 3766

Mobile: 07740 897 986

Email: mark.locke@aegon.co.uk



Kevin Brown

Public Relations Manager

Phone: 0131 549 2859

Mobile: 07740 897 282

Email: kevin.brown@aegon.co.uk



Or visit our website at www.aegon.co.uk