

AEGON NV
Form 6-K
September 29, 2017

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**

September 2017

Aegon N.V.

Aegonplein 50

2591 TV THE HAGUE

The Netherlands

Aegon's press release, dated September 29, 2017, 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: September 29, 2017

By /s/ J.O. van Klinken
J.O. van Klinken
Executive Vice President and
General Counsel

The Hague September 28, 2017

Aegon announces repurchase of shares to neutralize 2016 final and 2017 interim stock dividends

Aegon will repurchase 51,864,626 common shares to neutralize the dilutive effect of the 2016 final and 2017 interim stock dividends. These shares will be held as treasury shares and will be used to pay future stock dividends.

Aegon will commit to the repurchase of the common shares by engaging a third party to execute the transactions on its behalf. These transactions will commence on October 2, 2017, and are expected to be completed on or before December 15, 2017. The common shares will be repurchased at a maximum of the daily volume-weighted average price. Aegon will provide weekly updates regarding the transactions on aegon.com/sharebuyback.

About Aegon

Aegon's roots go back more than 170 years to the first half of the nineteenth century. Since then, Aegon has grown into an international company, with businesses in more than 20 countries in the Americas, Europe and Asia. Today, Aegon is one of the world's leading financial services organizations, providing life insurance, pensions and asset management. Aegon's purpose is to help people achieve a lifetime of financial security. More information on aegon.com/about.

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