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# Explanatory notes to Alternative Performance Measures

Non-financial targets 2024 - 2026

June 2024

# Appendix non-financial targets (1/2)

	Definition	Relevancy
<b>Sustainable reputation</b>	<p>KPI shows the score of a.s.r. based on surveys under Dutch people in the age of 18y - 65y. The survey measures the score on the following attributes:</p> <ul style="list-style-type: none"> <li>• Honesty</li> <li>• Sustainability</li> <li>• Reliability</li> <li>• Socially responsible</li> </ul> <p>Survey is conducted by DVJ Insights. People score from 0% - 100%; consolidated score leads to the KPI in %.</p>	<p>Important to the corporate strategy and market positioning. The attributes included in the survey are important elements for the positioning of a.s.r.</p>
<b>Employee engagement</b>	<p>Measurement via the annual Denison scan based on 4 themes:</p> <ul style="list-style-type: none"> <li>• Vision</li> <li>• Core values and behaviour</li> <li>• Empowerment</li> <li>• Knowledge development</li> </ul> <p>Each employee scores 4 statements per theme and scores will be consolidated per theme. KPI is expressed as a percentile and compared against the benchmark.</p>	<p>a.s.r. strives to be the most appreciated employer. Engaged employees are key to successfully execute its strategy. This metric is widely used and consistent with 1000+ other organisations.</p>
<b>Customer satisfaction (NPS-i)</b>	<p>Net promotor score for interactions (NPS-i) is a customer satisfaction metric based on both online and offline channels. This metric gives insight in the customer experience in high impact contacts and the potential of improvement. Survey is conducted by Ipsos.</p> <p>New target definition as from 2025. Old target is based on NPS-r.</p>	<p>a.s.r. has the ambition to be the best financial service provider. This metric provides insight in the customer experience. This is closely monitored through the NPS surveys. This also provides valuable feedback during the integration and migration of Aegon customers to a.s.r. products. The goal is to accomplish a smooth integration.</p>
<b>Gender diversity in management</b>	<p>Target is to achieve at least 40% women and at least 40% men within Supervisory Board, Management Board and Management. Management consisting of Senior, higher, and team management.</p>	<p>a.s.r. strives for a workforce that is a representative reflection of society. Diversity provide insights from more angles and enriches decision making.</p>

# Appendix non-financial targets (2/2)

	Definition	Relevancy
<b>Carbon footprint reduction</b>	KPI shows the GHG emission intensity reduction in tonnes CO2 equivalent per €m invested. Emissions are in line with the GHG Protocol scope 3 category 15: investments.	a.s.r. is committed to climate initiatives (Climate commitment of Dutch financial sector, Paris Proof commitment, Forum for Insurance transition – FIT). The subject is of interest to multiple stakeholders (e.g. customers, NGO's, supervisors and investors) and contributes heavy in ESG benchmarking. a.s.r. intends to commit to SBTi validation of emission reduction targets.
<b>Impact investments</b>	Definition of Global Impact Investing Network (GIIN) applies: an investment that seeks to generate positive, measurable social and investment impact alongside financial return. Per asset class specific criteria apply.	a.s.r. aims to contribute positively through its Impact investments while also aiming to generate an adequate return. The target continues our commitment to be a steward of the future.  Our target complies with the advice of the Netherlands Advisory Board on Impact Investing (NAB).

## Relevant asset base in scope of ESG targets

	General account		Affiliated / 3 <sup>rd</sup> party	
	Internally managed	Externally managed	Internally managed	Externally managed
<b>Carbon footprint reduction</b>	<ul style="list-style-type: none"> <li>Listed equities</li> <li>Listed credits</li> <li>Sovereign bonds</li> <li>Real Estate</li> <li>Mortgages</li> </ul>	X	<ul style="list-style-type: none"> <li>Real Estate</li> <li>Mortgages</li> </ul>	X
<b>Impact investments</b>	V	V	V	X

## **IR contact details**

Email: [ir@asr.nl](mailto:ir@asr.nl)

Tel: +31 (0)30 257 86 00

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