

Press release

11 February 2015

NN Group rebrands its businesses

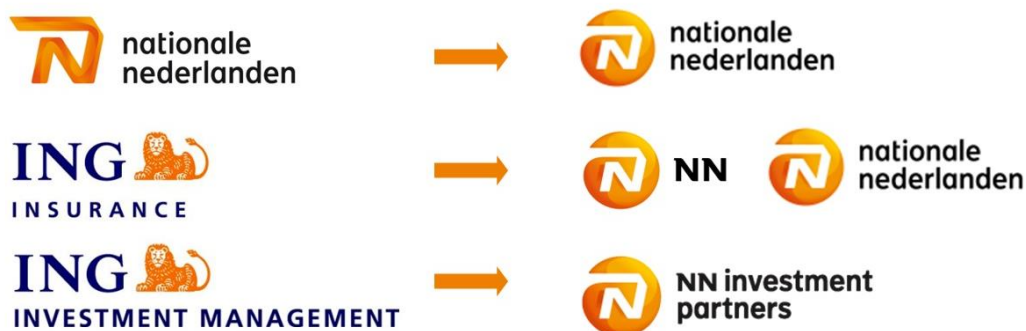
- International ING insurance businesses to be rebranded to NN or Nationale-Nederlanden
- ING Investment Management to be rebranded to NN Investment Partners
- Nationale-Nederlanden logo in the Netherlands to be aligned with NN Group logo

After the successful Initial Public Offering of NN Group on 2 July 2014, which represented the final step in becoming a standalone company apart from ING Group, the businesses of NN Group will be rebranded in line with the NN brand identity. The new branding will further shape the profile of NN as an international insurance and investment management company, offering retirement services, insurance, investments and banking to more than 15 million customers.

Statement of Lard Friese, CEO

“The rebranding of our businesses marks another important milestone since we became a standalone listed company last July. The NN brand balances our rich 170 year heritage and Dutch roots, with the requirements of a new and international company. It further unites our businesses and employees, and gives our company a clear and recognisable identity. To underscore the importance of our customers, we also introduce a new tagline ‘You matter’. More than a slogan, ‘You matter’ is a promise to our customers, because what matters to them, matters to us. Throughout the rebranding process, our customers will continue to be at the heart of everything we do. We are proud of the progress we have made in shaping NN Group, and we want to thank our customers, employees, distribution partners and other stakeholders for their ongoing commitment throughout this period of change.”

Over the years, Nationale-Nederlanden, ING Investment Management and ING Insurance, have built leading positions in Europe and Japan, with a strong presence in more than 18 countries. In 2014, these businesses came together under the holding name NN Group. The operational rebranding process will take place between February and July 2015.



The international ING insurance businesses will be rebranded to NN, except for Spain and Poland. The businesses in these countries will be named Nationale-Nederlanden. ING Investment Management, will change its brand to NN Investment Partners, a clear member of NN Group, but with an emphasis on its distinct business proposition. The logo of Nationale-Nederlanden in the Netherlands will be aligned with the overall NN brand.



Our business in Turkey will be the first to start with the rebranding process in February. Our customers, partners and other stakeholders will be kept informed in a timely manner about the rebranding activities. The operational and legal entity rebranding will be followed by name change and marketing campaigns in the various markets in 2015 and 2016. Today's announcement has no impact on the branding of ING Bank's operations in the countries involved.

NOTE FOR EDITORS

Further details on the brand, logo and visual identity of NN can be found on nn-group.com and via our [Flickr account](#)

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NN Group profile

NN Group is an insurance and investment management company with a strong, predominantly European presence in more than 18 countries. With around 12,000 employees the group offers retirement services, insurance, investments and banking to more than 15 million customers. NN Group includes Nationale-Nederlanden, ING Insurance Europe, ING Investment Management and ING Life Japan and is listed on Euronext Amsterdam (NN).

Important legal information

NN Group's Annual Accounts are prepared in accordance with International Financial Reporting Standards as adopted by the European Union ("IFRS-EU"). In preparing the financial information in this document, the same accounting principles are applied as in the NN Group N.V. condensed consolidated interim financial information for the period ended 30 June 2014. All figures in this document are unaudited. Small differences are possible in the tables due to rounding. Certain of the statements contained herein are not historical facts, including, without limitation, certain statements made of future expectations and other forward-looking statements that are based on management's current views and assumptions and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. Actual results, performance or events may differ materially from those in such statements due to, without limitation: (1) changes in general economic conditions, in particular economic conditions in NN Group's core markets, (2) changes in performance of financial markets, including developing markets, (3) consequences of a potential (partial) break-up of the euro, (4) the implementation of the EC Restructuring Plan, (5) changes in the availability of, and costs associated with, sources of liquidity as well as conditions in the credit markets generally, (6) the frequency and severity of insured loss events, (7) changes affecting mortality and morbidity levels and trends, (8) changes affecting persistency levels, (9) changes affecting interest rate levels, (10) changes affecting currency exchange rates, (11) changes in investor, customer and policyholder behaviour, (12) changes in general competitive factors, (13) changes in laws and regulations, (14) changes in the policies of governments and/or regulatory authorities, (15) conclusions with regard to accounting assumptions and methodologies, (16) changes in ownership that could affect the future availability to us of net operating loss, net capital and built-in loss carry forwards, (17) changes in credit and financial strength ratings, (18) NN Group's ability to achieve projected operational synergies and (19) the other risks and uncertainties detailed in the Risk Factors section contained in recent public disclosures made by NN Group and/or related to NN Group (such as the most recent annual report of ING Groep N.V.). Any forward-looking statements made by or on behalf of NN Group speak only as of the date they are made, and, NN Group assumes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information or for any other reason. This document does not constitute an offer to sell, or a solicitation of an offer to buy, any securities.