

# We help people care for what matters most to them

For more than 175 years, our company has merged, grown and changed, but the core of who we are has remained the same. At NN, we put our resources, expertise, and networks to use for the well-being of our customers, the advancement of our communities, the preservation of our planet, and for the promotion of a stable, inclusive, and sustainable economy.

When our founding fathers started a fire insurance company in 1845, they also invested in a volunteer fire brigade and in fire prevention programmes. Over the years, we have built steadily on these origins of entrepreneurship, of seeing our customers as the starting point of everything we do, and of the belief of standing by people in their moments of truth. This heritage is at the heart of our culture, our values – care, clear, commit –, and our brand promise You matter.

We want to empower people to live life to the fullest by doing what we do best. By providing sound financial products and services, and by being a trusted advisor, we enable our customers to accumulate and manage their assets, to navigate uncertainty, to be protected when the unforeseen happens, or to enjoy a carefree retirement. By using amongst others our digital and data capabilities we aim to continuously adapt, improve, and innovate our products and services. Our financial strength, scale and international footprint give us the adaptability and resilience to compete in fast changing environments, to create solid returns for our shareholders, and to contribute to the communities in which we live and work.

At NN, we believe everyone brings a set of unique talents and perspectives to the table. Together we create a culture that supports an open mindset, an independent quest for knowledge, and shared learning agility directed towards making a difference. What sets us apart is our firm belief that working together and diversity of thinking lead to better results. We listen with genuine interest, take responsibility, challenge the status quo, and share a strong drive for getting things done, while enjoying ourselves along the way. By investing in attracting, developing and retaining talent, we build engaged and vibrant teams with the mindsets and capabilities to take our business into the future.

What we do centres around people, professionalism, and trust. In our day-to-day activities we pursue the creation of long-term value, not just wealth. For us, being a responsible corporate citizen means making well-balanced decisions, as we know that the choices we make today impact our world of tomorrow. By consistently addressing our customers' real needs, by empowering people to be their best, and by doing business with the future in mind, it is our goal to continue to contribute to a world where people can thrive for many generations to come. This is what engages, connects and motivates us, and what our stakeholders can expect from us. At NN we are steadfast in our commitment to help people care for what matters most to them.

The world in which we live may change, but what really matters to people remains the same

Family Friends Love and being loved Joy Health Home Work Taking care of others Personal growth Discovering life and the world Realising dreams Deep human connection Authenticity Overcoming adversity Trying something new Making the world a better place Life itself

What matters to you, matters to us



You matter