

For Immediate Release
July 9, 2010

With pictures

Top Service and Products make Manulife the Most Trusted and Emotive Brand among Consumers

Hong Kong — Manulife (International) Limited has won three well-known brand and service awards for its trusted products and image, namely the Trusted Brands Gold Award in the insurance-company category for Hong Kong organized by *Reader's Digest* magazine; *Next Magazine's* Top Service Award 2010 in the category "Insurance Companies — Personal Financial Planning"; and the Yahoo! Emotive Brand Award in the insurance section.

Michael Huddart, Manulife's Executive Vice President and Chief Executive Officer, Hong Kong, noted, "This is our 11th win of the *Next Magazine* award, and we have taken home both the *Reader's Digest* and Yahoo! awards for a remarkable seventh year in succession. Such consistent public recognition shows that Manulife has become the natural choice for consumers looking for trustworthy and top insurance products and services."

The trustworthiness and reliability associated with Manulife's professional services and top quality products have helped Manulife build up strong brand image and create a close emotional bond with its customers.

Mr Huddart added: "Consumers nowadays tend to go to financial institutions that they perceive to be strong and top brands with which they have the strongest emotional attachment. Every day, our customers rely on the professional recommendations of our advisors to help them make the choice that best meets their needs. With a long history of providing trustworthy and quality services to consumers in Hong Kong, Manulife has become one of the financial service providers most appealing to them."

Covering more than 40 industry categories, the Trusted Brands Awards handed out by *Reader's Digest* are arrived at following an Asia-wide consumer-brand survey. This was carried out by the international marketing-research firm Synovate in eight markets across Asia.

Yahoo! Hong Kong's Emotive Brands Awards aim to recognize companies with good brand values and strong emotional bonds with their customers. The awards set out to increase public awareness of quality brands and services. Synovate was appointed to nominate outstanding brands in 24 categories for 100 per cent public voting at Yahoo! Hong Kong's website.

The Next Magazine citation, in one of 20 award categories, was arrived at through a public voting process. The awards aim to recognize companies that have provided the best level of service

according to consumers, and to enhance awareness of the importance of top-quality service in all sectors of the marketplace.

About Manulife (International) Limited

Manulife (International) Limited is a member of the Manulife Financial group of companies. Manulife Financial is a leading Canadian-based financial services group operating in 22 countries and territories worldwide. For more than 120 years, clients have looked to Manulife for strong, reliable, trustworthy and forward-thinking solutions for their most significant financial decisions. Our international network of employees, agents and distribution partners offers financial protection and wealth management products and services to millions of clients. We provide asset management services to institutional customers worldwide as well as reinsurance solutions, specializing in life and property and casualty retrocession. Funds under management by Manulife Financial and its subsidiaries were Cdn\$446 billion (HK\$3,413.4 billion) as at March 31, 2010. The company operates as Manulife Financial in Canada and Asia and primarily as John Hancock in the United States. Manulife Financial Corporation trades as 'MFC' on the TSX, NYSE and PSE, and under '945' on the SEHK. Manulife Financial can be found on the Internet at www.manulife.com.

###

Appendix



Amy So, Vice President, Employee Benefits Administration and Services, MIL (left), receives the Trusted Brands Gold Award in the insurance-company category for Hong Kong organized by Reader's Digest magazine.



Helena Lee, Assistant Vice President, Corporate Communications, MIL (left), represents Manulife at the Yahoo! Emotive Brand Awards presentation ceremony.