

## **PTAsuransi Jiwa Manulife Indonesia**

### **About Manulife Indonesia**

Manulife Financial is the majority stakeholder of PT Asuransi Jiwa Manulife Indonesia (Manulife Indonesia), a joint venture operation established in Indonesia in 1985. Today, Manulife Indonesia is known as one of the largest and strongest life insurance companies in Indonesia.

Providing a broad range of innovative protection and investment solutions for its clients, Manulife Indonesia is firmly committed to achieving its goal of becoming the premier provider of life insurance and wealth management products in Indonesia.

### **Structure of Manulife Indonesia**

- Manulife Financial holds a 95-percent stake in Manulife Indonesia with the remaining 5-percent stake held by PT Tirta Dhana Nugraha.
- Headquartered in Jakarta, Manulife Indonesia operates its business through a network of more than 120 sales offices in more than 20 cities throughout Indonesia. Manulife carries this out with the support of almost 6,000 staff and full-time, professional agents, who serve more than 1.5 million customers.
- Manulife Indonesia operates three main business units: individual insurance and employee benefits (pension, group savings & group life and health). It also offers mutual funds through its asset management company, Manulife Aset Manajemen Indonesia (MAMI).
- David Beynon is President Director of Manulife Indonesia.

### **Recognizing Business Excellence**

- In August 2009, Manulife won two customer service awards from Global Service Index Award 2009 conducted by Omni Touch International and ICMI, in the category **The Best Demonstration of Understanding the Customer's Needs** and **The Best Use of Positive Language**.
- In July 2009, Manulife Indonesia won Bisnis Indonesia Award 2009 as the **Best Life Insurance Company 2009**. Consistently, in July 2009, Manulife Indonesia received **Excellence** designation from InfoBank magazine and also listed as **2<sup>nd</sup> Best Life Insurance Company 2009** from Investor magazine.
- In March 2009, Manulife Indonesia earned the **Call Center Award for Service Excellence** from *Marketing magazine* and *Carre-CCSL (Center for Customer Satisfaction and Loyalty)* for the third time, having previously won the same award in 2006 and 2008.

- In July 2008, Manulife Indonesia was awarded an **Excellent** performance from InfoBank magazine and also listed as **2<sup>nd</sup> Best Life Insurance Companies 2008** from *Investor* magazine.
- In June 2008, Manulife Indonesia won **Service Quality Award 2008** for industry category, underlining a prestigious acknowledgement of how company runs the best services to the clients. The award was presented by Carre-CCSL (Center for Customer Satisfaction and Loyalty) in collaboration with *Marketing* magazine.
- In March 2008, Manulife Indonesia earned **Call Center Award for Service Excellence 2008** for insurance category, recognizing the company's excellent call center access, system and procedure and staff dedicated to providing the best services to its customers. The award was presented by Carre – CCSL (Center for Customer Satisfaction and Loyalty) in collaboration with *Marketing* magazine
- In November 5, 2007, Manulife Financial in Asia was named **Life Insurance Company of The Year** at *Asia Insurance Industry Awards 2007*
- In July 2007, Manulife Indonesia received **Excellent** designation from *InfoBank* magazine in its 2007 insurance rating.
- In June 2007, Manulife Indonesia was awarded the title of **Best Life Insurance Company in 2007** in the class of companies with equity in excess of IDR 250 billion. This prestigious recognition is a result of a comprehensive evaluation conducted by *Media Asuransi* magazine, a trade magazine for the insurance industry in Indonesia.
- In June 2007, Manulife Indonesia was voted second in Top 10 Life Insurance Companies 2007 according to *Investor* magazine.
- In February 2006, as recognition of its commitment to providing excellent services to customers and its call center services' performance, Manulife Indonesia was chosen to receive the **Call Centre Award 2006 for service excellence** category :Insurance Companies. This award was initiated by *Marketing* magazine and Center for Customer Satisfaction & Loyalty (CCSL).
- In December 2005, Manulife Indonesia won the **Corporate Social Responsibility (CSR) Award 2005 – 3<sup>rd</sup> Best Practice in Social Program** for Service Industry category. The CSR Award 2005 was the first one held in Indonesia and was facilitated by *SWA* magazine, Surindo Research Company, CFCD (Corporate Forum for Community Development) and MarkPlus & Co. Manulife Indonesia was the only life insurance company in Indonesia to have qualified for CSR Award 2005.
- In August 2005, Manulife Indonesia received **Excellent** designation from *InfoBank* magazine in its 2005 insurance rating based on 2004 financial performances.
- In December 2003, Manulife Indonesia was awarded **Indonesia's Most Admired Company 2003 for Insurance Category** by Frontier Marketing Research & *Business Week* magazine.
- In July 2002, Manulife Indonesia was awarded the title **Best Life Insurance Company in Indonesia** by respected business magazine, *InfoBank* in an annual insurance company rating competition.
- In 2002, Manulife Indonesia was awarded **Life Insurance Company of the Year in Asia** by Asia Insurance Review and The Worldwide Reinsurance.
- In June 2002, Manulife Indonesia was awarded **Gold Quill of Excellence Award** for Crisis Management by the International Association of Business Communicators.
- In March 2000, Manulife Indonesia received **Business Excellence Award** from the Indonesia Canada Chamber of Commerce, in recognition of its performance both during and following the Asian economic crisis.

## **Business Operations of Manulife Indonesia**

As of September 30, 2009, Manulife Indonesia has managed the total asset under management of over 21.9 trillion IDR from its three main business unit.

- Manulife Indonesia's market rank moved from 8th rank to 4th rank and its market share rose from 2.6% at the end of 2008 to 5.8 % at the end of Q2 2009.
- Manulife Indonesia has recorded business profit for 18 consecutive years during the 24th years of operation in Indonesia.
- In July 2009, Manulife launched its Unit Syariah, followed by its first Syariah Unit Linked product, Berkah SaveLink.
- Manulife has carried out six strategic acquisitions in Indonesia. In 2004, as a result of the global corporate merger, Manulife Indonesia merged with John Hancock Indonesia. In 2003, Manulife acquired Zurich Life Insurance Indonesia and ING Indonesia Life Insurance. In September 2001, Manulife Financial completed the acquisition of The Principal Financial Group's Indonesian operations. In 1997 and 1998, Manulife Indonesia carried out the purchase of two competitor companies – AMP Panin and Ongko Life – the first such transactions in Indonesia at that time.
- In May 2000, Manulife Indonesia announced a significant purchase of recapitalization bonds issued by the Republic of Indonesia. This transaction was the first such bond purchase by a non-bank institution, demonstrating Manulife's support of the efforts being made by the Indonesian Government to recapitalize and reflate the economy.
- In 1998, as a show of commitment to Indonesia, Manulife became the first life insurer to launch a range of mutual funds. Manulife Aset Manajemen Indonesia (MAMI) was established to manage these assets. Today, MAMI is one of the largest investment managers in Indonesia based on data supplied by Bapepam (the Indonesian Securities Commission, as at November 2007.)
- In 1997, Manulife Indonesia became the first insurer to introduce unit-linked products in Indonesia, setting a trend for other companies. This was followed in 1999 by the introduction of the first-ever product in Indonesia tailored exclusively for females.
- With the acquisition of Zurich Life Insurance Indonesia and the merger of John Hancock Indonesia, Manulife Indonesia acquired a number of bancassurance relationships. The company intends to grow capability in this important area, building on the successful bank relationships developed by MAMI.

## **About The Manulife Care Foundation**

The Manulife Care Foundation (MCF) was founded in 1998 as the embodiment of Manulife Indonesia's corporate and social responsibility. It has three main areas of focus: education, health and social activities. The foundation also provides natural disaster relief with hundreds of volunteers (both Manulife Agents and Employees) ready to be dispatched for various social activities, such as: renovation of Manulife Schools, blood donation, fund raising, and more.

One example of the work of the Manulife Care Foundation is the support the Foundation has given to elementary schools in regions affected by natural disasters. It now has five Manulife schools, in Aceh, Yogyakarta as well as in Sukabumi which the Foundation supports not only by helping to renovate the school buildings but also by providing educational facilities such as: books, school bags and desks.

In 2008, Manulife Care Foundation donated a total of IDR 177.9 million (approx. US\$ 16.250) to these five schools. The Manulife Care Foundation donated a total of IDR 435.3 million (approx US\$39.753) in 2008 to a wide variety of projects in Indonesia. Since 2002, the Foundation has donated a total IDR 1,529,729,567 (approx US\$149.197).

## **About Manulife Financial**

Manulife Financial is a leading Canadian-based financial services group serving millions of customers in 22 countries and territories worldwide. Operating as Manulife Financial in Canada and Asia, and primarily through John Hancock in the United States, the Company offers customers a diverse range of financial protection products and wealth management services through its extensive network of employees, agents and distribution partners. Funds under management by Manulife Financial and its subsidiaries were Cdn\$437 billion (US\$407 billion) as at September 30, 2009.

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](http://www.manulife.com).

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