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With photo

Manulife Expands Innovative ManulifeMOVE Program to Include Extra Cancer Treatment Benefit and Other Rewards

- *A Cancer Treatment Benefit now among selected plans eligible for premium discounts of up to 10 per cent unlocked through activity level achievements in Manulife**MOVE** program*
- *Customers who join Manulife**MOVE** before end March 2016 will receive a Fitbit Flex™ or Misfit Shine fitness tracker¹ in response to enthusiastic market feedback*
- *Movers will enjoy new retail and service offers that encourage healthy lifestyle, nutrition and exercise decisions*

Hong Kong – Manulife today announced an expansion of its popular Manulife**MOVE** (MOVE) program, a unique insurance concept for Hong Kong consumers that rewards customers for being healthier and more active by offering discounted premiums and a range of consumer benefits. The innovative insurance program helps Manulife customers establish healthy habits in a simple way that will promote greater customer health and wellbeing in the long term.

Following enthusiastic market feedback, the Manulife**MOVE** program is adding a Cancer Treatment Benefit to its range of eligible plans. The complimentary fitness tracking device offer for customers who join the program is also being extended until March 31, 2016¹.

Additionally, from today onwards, Manulife**MOVE** members (Mover) will have access to offers at several partnering retail and service providers within Hong Kong's lifestyle, nutrition, and fitness industries. Merchant offers include benefits and discounts on health food, supplements, sportswear and gym memberships¹.

"As a leading advocate for health and wellness in Hong Kong, Manulife is keen to promote healthier living," said Michael Huddart, Manulife's Executive Vice President and General Manager, Greater China.

¹ For full details of eligible plans tied to Manulife**MOVE**, premium discount schedule and full merchant offers please refer to www.ManulifeMOVE.hk



“Early user feedback has revealed a new generation of insurance customers who want to partner with us in that process and take charge of their own health. By offering meaningful discounts to those who achieve consistent activity goals, we aren’t just rewarding healthy individuals; we are incentivizing lifestyle changes for many who might not otherwise make the effort.”

“Manulife**MOVE** is a truly customer-focused initiative,” said Isabella Lau, Senior Vice President and Chief Customer Officer for Manulife Asia. “Our customer research shows the Manulife**MOVE** program has created real interest among our customers, particularly the younger and tech-savvy generation. To keep up the momentum, we are very pleased to be expanding our program through the inclusion of a Cancer Treatment Benefit. We are also adding offers from selected health and wellness retailers and service providers to create even more value for all Manulife**MOVE** members.”

With the Manulife**MOVE** program, members are able to unlock different levels of premium discounts based on their annual activity achievements. For example, participating MOVE members who simply walk 5,000 steps a day on average over the course of a year would automatically earn a 5 per cent premium discount for the next year of coverage. Increasing the average number of steps to 7,000 per day earns members a 7 per cent premium discount, with a bigger savings of 10 per cent rewarded to Movers who average a minimum of 10,000 steps per day.

To further promote Manulife**MOVE**, Manulife launches a new wave of multichannel advertising campaign that spans online videos, digital advertising and social media in addition to TV commercials, print advertising and out-of-home displays across major MTR stations. To view the latest TV commercials, please visit MOVE’s dedicated website www.ManulifeMOVE.hk.



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每日平均
5,000步 = 保費折扣

MOVE

將您一步一動轉換成保費折扣

Manulife MOVE 計劃配合智能運動手帶及手機應用程式，記錄您每日步行量，兌換成保費折扣。在您建立健康生活過程中，以專享優惠替您打氣。

詳情請瀏覽 www.ManulifeMOVE.hk

宏利 Manulife

宏利人壽保險(國際)有限公司 (於英屬處女群島註冊之有限責任公司)

The new wave of Manulife**MOVE** multi-channel advertising campaign continues to feature Cantonpop star Pakho Chau and spans TV, print, out-of-home displays across major MTR stations, online videos, digital advertising and social media.

About Manulife (International) Limited

Manulife (International) Limited is a member of the Manulife group of companies.

Manulife Financial Corporation is a leading international financial services group providing forward-thinking solutions to help people with their big financial decisions. We operate as John Hancock in the United States, and Manulife elsewhere. We provide financial advice, insurance and wealth and asset management solutions for individuals, groups and institutions. At the end of 2014, we had 28,000 employees, 58,000 agents, and thousands of distribution partners, serving 20 million customers. At the end of September 2015, we had C\$888 billion (HK\$5,138 billion) in assets under management and administration, and in the previous 12 months we made more than C\$23 billion in benefits, interest and other payments to our customers. Our principal operations are in Asia, Canada and the United States where we have served customers for more than 100 years. With our global headquarters in Toronto, Canada, we trade as 'MFC' on the Toronto, New York, and the Philippine stock exchanges and under '945' in Hong Kong. Follow Manulife on Twitter @ManulifeNews or visit www.manulife.com or www.johnhancock.com.



About ManulifeMOVE

Manulife**MOVE** is a unique insurance concept that rewards customers with discounted premiums for living more actively, revolutionizing how insurance works through a holistic approach to health and wellness. With fitness trackers, members can track their activity progress against set goals using their fitness trackers synced with the Manulife**MOVE** mobile app. By reaching these goals, members will enjoy premium discounts tied to designated Manulife protection solutions, and regularly receive health and wellness tips through the app.

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