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With Photo

Manulife Wins Asia-Pacific Excellence Award for Innovative ManulifeMOVE Program

Hong Kong — Manulife topped the Finance category of the inaugural Asia-Pacific Excellence Awards 2015 (“Excellence Awards”) for its highly successful communications campaign for Manulife**MOVE** (“MOVE”), a unique insurance concept first launched in Hong Kong rewarding customers with discounted premiums and a range of consumer benefits for living more healthily and being more active.

Hosted by *Communication Director*, a magazine for global communications practitioners, the Excellence Awards honour outstanding achievements in the field of communications and PR across Asia-Pacific and more than 2,600 entries were received in 46 categories. Entries were judged by a panel of 30 communications specialists from a wide range of backgrounds representing both in-house and agency professional communicators. Among the judging criteria were strategy, innovation/creativity, implementation, and results and efficiency of the campaign.

“We are honoured to have won this award for our Manulife**MOVE** campaign,” said Guy Mills, Chief Executive Officer, Manulife (International) Limited. “MOVE drives life and health insurance in a new direction by taking a holistic approach to health and wellness. The program has been an instant hit with the public: it does more than just reward healthy individuals - we are incentivizing lifestyle changes for our customers.”

Isabella Lau, Senior Vice President and Chief Customer Officer for Manulife Asia, commented: “The Manulife**MOVE** campaign leverages a wide variety of communications disciplines including public relations, advertising, digital and social media, as well as consumer events, to create buzz among the public. This award is recognition of the effectiveness of the fully-integrated communications campaign we created for MOVE.”

Launched in August 2015, Manulife**MOVE** works in conjunction with a fitness tracker that measures the average number of steps taken in the course of a day and entitles qualified members to premium discounts of up to 10% off the next year of coverage for selected critical illness or medical plans. The simple, easy-to-join program promotes an active lifestyle and is designed to be accessible for increasingly digital savvy customers of all ages. MOVE members will also enjoy regularly updated content through Manulife**MOVE**’s Apple and Android-compatible apps, which offer tips on how to maintain an active, healthy lifestyle.



In response to enthusiastic market feedback, an extra health insurance plan has been added to the list of eligible plans for Manulife**MOVE** membership, while special offers from lifestyle and nutrition providers have also been made available to members.¹

¹ Full details of eligible plans tied to Manulife**MOVE**, the premium discount schedule and full merchant offers can be found at www.ManulifeMOVE.hk

Photo:



Helena Lee, Assistant Vice President, Brand and Corporate Communications, Manulife (International) Limited, receives the Asia-Pacific Excellence Awards 2015 (Finance Category) on behalf of the company.



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 2015, we had approximately 34,000 employees, 63,000 agents, and thousands of distribution partners, serving 20 million customers. At the end of December 2015, we had C\$935 billion (HK\$5,236 billion) in assets under management and administration, and in the previous 12 months we made more than C\$24.6 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.

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