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With Photo

ManulifeMOVE Wins Silver in the Best Use of Apps Category at MARKies Awards 2016

Hong Kong — Manulife**MOVE** has won a Silver Award in the Best Use of Apps category at the MARKies Awards 2016. Launched by Manulife Hong Kong in August 2015, Manulife**MOVE** is a unique insurance concept that rewards members for being healthier and more active by offering discounted premiums.

Co-designed and developed by HeathWallace, an experience design company, the Manulife**MOVE** app harnesses the power of digital and wearable technology, motivating members to be proactive in managing their health. By syncing their fitness trackers with the Manulife**MOVE** app on iOS or Android devices, members can track their activity progress against set goals, automatically enjoy premium discounts for reaching certain activity levels, and receive performance-based rewards. The app, part of Manulife's holistic solution for enhanced health and wellness, also features engaging in-app data visualization of users' daily steps and other health metrics, achievement badges for special activity challenges and weekly health and fitness tips.

Isabella Lau, Chief Customer Officer, Manulife Asia, said: "With Manulife**MOVE** we want to encourage our customers to build healthy habits that contribute to a more active lifestyle. The Manulife**MOVE** app serves as an important touch point that allows us to continually engage with our customers through regular advice on staying healthy and instant digital rewards that enhance customer experience. Manulife**MOVE** has brought us closer to our customers, with whom we can now interact in an unprecedented way. I'm very happy with the Best Use of Apps recognition."

Maria Sit, Regional Managing Director APAC, HeathWallace, said: "By adapting a user-centred approach to design, the Manulife**MOVE** app delivers a simple, relevant proposition that engages Manulife's customers. We are honoured to receive this award."

Presented by *Marketing Magazine*, the MARKies Awards recognizes the most innovative, creative and effective campaigns or projects spanning Hong Kong's entire marketing services industry. Under the Best Use of Apps category, entries were judged by the innovative use of an app to drive customer engagement and enhance brand experience in addition to demonstrating the role of the app in reaching marketing objectives.



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 March 2016, we had C\$904 billion (HK\$5,406 billion) in assets under management and administration, and in the previous 12 months we made more than C\$24.9 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. Visit www.ManulifeMOVE.hk for more information.

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