

For Immediate Release  
July 25, 2016

With photos

## Manulife Hong Kong wins Trusted Brands Award for 13<sup>th</sup> time in a row

*Also takes home the Next Magazine's Top Service Award under the MPF category*

**Hong Kong** — Manulife Hong Kong has clinched its 13<sup>th</sup> consecutive *Reader's Digest* Trusted Brands Award in the insurance category, as well as coming first for the fifth time in the Mandatory Provident Fund (MPF) category. It has also been handed *Next Magazine's* Top Service Award in the MPF category.

The remarkable run of success in the *Reader's Digest* Awards, as well as the Top Service victory, is testimony to the company's well-known focus on service excellence, recently boosted by its commitment to customer-centricity.

Guy Mills, Chief Executive Officer, Manulife (International) Limited, said: "Manulife has gained a reputation over the years both within the industry and with the public at large for its committed efforts to provide quality service. This has recently been reinforced by our mission in seeing everything we do through the eyes of our customers. Hence our continued success when it comes to service, which after all underpins the public's conception of a brand to be trusted."

The *Reader's Digest* Awards were arrived at by one of the most representative consumer surveys in Asia, involving some 7,500 consumers in five Asian markets. They were asked to rate brands based on criteria including trustworthiness and credibility, quality, value, understanding of consumer needs, innovation and social responsibility.

Meanwhile, the *Next Magazine's* "Top Service Award", first launched in 1990, is an annual competition that acknowledges companies' successes in achieving service excellence in the eyes of consumers. It aims to enhance belief in top-quality service by companies in different sectors. The Award is presented annually and winners are decided through public ballot.



Photos:



Paul A. Smith, Vice President and Head of Individual Financial Products, Manulife (International) Limited (left) represents Manulife to receive the Trusted Brands Gold Award in the insurance-company category for Hong Kong.



Davin Bau, Senior Director, Business Development, Employee Benefits, Manulife (International) Limited (left) receives the *Reader's Digest* Trusted Brands Gold Award in the MPF category on behalf of the company.





Raymond Ng, Assistant Vice President and Head of Business and Product Development, Employee Benefits, Manulife (International) Limited (left) receives *Next Magazine's* Top Service Award in the MPF 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 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](http://www.manulife.com) or [www.johnhancock.com](http://www.johnhancock.com).

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