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With photos

Manulife Hong Kong wins “Outstanding Integrated Marketing Strategies” award at The Hong Kong Insurance Awards 2017

Hong Kong — Manulife Hong Kong has won the “Outstanding Integrated Marketing Strategies – Product/Service” award for its Manulife**MOVE** (MOVE) program at The Hong Kong Insurance Awards 2017. The Company also took home finalist awards in the category of “Outstanding Training & Development” and “Most Innovative Product/Service – Health Specialty”.

Now in its fourth year, The Hong Kong Insurance Awards are deemed one of the most prestigious brand elections in the Hong Kong insurance world. Organized by Hong Kong Federation of Insurers in collaboration with South China Morning Post, the awards honour the outstanding accomplishments of insurance companies and teams or individual practitioners.

Guy Mills, Chief Executive Officer of Manulife Hong Kong said: “We are honoured to receive such a prestigious series of awards in recognition of our Manulife**MOVE** with Apple Watch program as well as our dedication to innovation and development. This award will motivate us to make greater strides in delivering innovative solutions that benefit society and truly put our customers in the centre of everything we do.”

The “Outstanding Integrated Marketing Strategies – Product/Service” award recognises the company which has achieved extraordinary success from effective integrated marketing practices. Further to the successful launch in 2015, Manulife has enriched the MOVE experience through the engaging interface and powerful health and fitness capabilities of Apple Watch, becoming the first insurer to launch an Apple Watch app in Hong Kong and Macau. An integrated campaign spanning advertising, digital and social media and public relations were deployed to create buzz and interest amongst customers and potential customers alike.

Manulife Hong Kong also received finalist awards under the category of “Outstanding Training & Development” and “Most Innovative Product/Service – Health Specialty” for its “Mission Extraordinary: Connecting People and Performance” agency training program and “ManuShine Healthcare Series/Benefit” respectively.



This year, The Hong Kong Insurance Awards were handed out in 15 categories and designed to raise standards across the industry by acknowledging top-notch performance and innovation. The panel of judges based their decisions on a series of criteria, ranging from innovation, quality and standards, effectiveness, specialty and user-friendliness to sustainability and leadership.

Photo



Manulife Hong Kong won the “Outstanding Integrated Marketing Strategies – Product/Service” award for its Manulife**MOVE** program at The Hong Kong Insurance Awards 2017.

Guy Mills, Chief Executive Officer of Manulife Hong Kong (left), accepts the award on behalf of the Company.





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About Manulife Hong Kong

Manulife Hong Kong offers a diverse range of protection and wealth products and services to individual and corporate customers via Manulife (International) Limited, Manulife Asset Management (Hong Kong) Limited and Manulife Provident Funds Trust Company Limited, which are members of the Manulife group of companies.

About Manulife

Manulife Financial Corporation is a leading international financial services group that helps people achieve their dreams and aspirations by putting customers' needs first and providing the right advice and solutions. We operate primarily as John Hancock in the United States and Manulife elsewhere. We provide financial advice, insurance, as well as wealth and asset management solutions for individuals, groups and institutions. At the end of 2016, we had approximately 35,000 employees, 70,000 agents, and thousands of distribution partners, serving more than 22 million customers. As of September 30, 2017, we had over C\$1 trillion (HK\$6,297 billion) in assets under management and administration, and in the previous 12 months we made C\$27.1 billion in 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.



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