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With photos

## Triple triumph for Manulife Hong Kong at The Hong Kong Insurance Awards 2016

**Hong Kong** — Manulife (International) Limited (“Manulife Hong Kong”) has clinched three prestigious prizes at The Hong Kong Insurance Awards 2016 — namely the “Most Innovative Product/Service — Life Insurance (Health) Award”, “Outstanding MPF/Employees’ Benefit Product/Service Award” and “Outstanding Online Platform — Life Insurance Award”.

Organised by The Hong Kong Federation of Insurers (“HKFI”), in collaboration with Metro Finance Radio, the awards are to honour the outstanding accomplishments of insurance companies and teams or individual practitioners, and to mark their having reached the pinnacle of achievement in their profession.

ManuSilver Care, a critical-illness plan targeting seniors, picked up the “Most Innovative Product/Service – Life Insurance (Health) Award”. Developed around the concept of customer-centricity, it employs a simplified underwriting approach that is tailored to the needs of pre-retirees and retirees. In addition, Manulife was the first insurer in Asia to offer a DNA pharmacogenomics test to help the plan’s customers understand the effects of more than 200 medications based on individual genetic profiles.

Manulife Hong Kong also took home the “Outstanding MPF/Employees’ Benefit Product/Service Award” for its Mandatory Provident Fund scheme. The award is given to the company that has developed the most impressive employee benefit product or service which is beneficial and providing real value to customers. And appropriately enough, the company won it in a year during which it has been celebrating the 80th anniversary of its pension business in Hong Kong.

The “Outstanding Online Platform – Life Insurance Award” recognises the company that has demonstrated the best use of an online/digital platform in sales or services provided to customers. Manulife**MOVE** — an innovative programme that rewards customers for living healthy, active lives, was deemed best-in-class for leveraging wearable technology with an easy-to-use mobile app to engage with its target Generation Y consumers.



Guy Mills, Chief Executive Officer of Manulife (International) Limited, said: “We are very proud to win recognition like this from our industry peers. These awards underscore our industry-leading digital capabilities and our product innovation capability in the health and pre-retiree segment, as well as maintaining our dominant position as the retirement expert in Hong Kong.”

Now in its third year, The Hong Kong Insurance Awards are deemed one of the most prestigious brand elections in the Hong Kong insurance world. The awards are handed out in 17 categories and are 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 measurables, ranging from innovation, quality and standards, effectiveness, specialty and user-friendliness to sustainability and leadership.

## Photos



Manulife Hong Kong receives triple awards at The Hong Kong Insurance Awards 2016. Guy Mills, Chief Executive Officer of Manulife (International) Limited (right), accepts the awards on behalf of the Company.







Manulife Hong Kong clinches three prestigious prizes at The Hong Kong Insurance Awards 2016 — namely, the “Most Innovative Product/Service — Life Insurance (Health) Award”, “Outstanding MPF/Employees' Benefit Product/Service Award” and “Outstanding Online Platform — Life Insurance Award”. In the photo (from left) are: Wilton Kee, Vice President and Chief Product Officer, Individual Financial Products; Raymond Ng, Assistant Vice President & Head of Business and Product Development, Employee Benefits; and Isabella Lau, Chief Customer Officer, Manulife (International) Limited.



## 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 September 2016, we had C\$966 billion (HK\$5,708 billion) in assets under management and administration, and in the previous 12 months we made more than C\$24.4 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 [manulife.com](http://manulife.com) or [johnhancock.com](http://johnhancock.com).

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