

November 23, 2015

With photo

Manulife Extends Innovative ManulifeMOVE Program to Macau

Promotes active lifestyle offering premium discount rewards for Macau consumers

Hong Kong and Macau – Manulife has extended the innovative Manulife**MOVE** (“MOVE”) program to Macau following its recent Hong Kong launch. The unique insurance concept taps into the growing healthcare trend brought by wearable technologies and provides insurance premium discounts to members who stay active.

Tailored to today’s digitally aware consumer, MOVE is the simplest way for members (“Movers”) to track their daily activity and enjoy benefits automatically. Opportunities to join the MOVE program are exclusive to customers purchasing Manulife’s selected critical illness or medical plansⁱ with members who join on or before December 31, 2015 also receiving a Fitbit Flex™ or Misfit Shine fitness tracker. By syncing their fitness tracker with the Manulife**MOVE** mobile app, members can keep tabs on the number of steps they walk or run each day.

“The extension of Manulife**MOVE** to Macau reinforces Manulife’s position as a leading advocate for health and wellness by encouraging people to embrace an active lifestyle, stay fit and save money at the same time,” said Michael Huddart, Manulife’s Executive Vice President and General Manager for Greater China. “Macau is a digitally advanced city, with mobile and internet usage penetration rates among the highest in the world.ⁱⁱ Its people enjoy one of the world’s highest life expectanciesⁱⁱⁱ and walking for relaxation and pleasure has long been a part of local culture. These all made the territory an ideal market for the Manulife**MOVE** concept.”

MOVE members can easily earn their premium discounts simply by moving. An average 5,000 steps each day earns a 5 per cent premium discount for the next year of an eligible policy. Averaging 7,000-steps-per-day will earn a 7 per cent saving, and a 10 per cent premium discount will be rewarded to Movers who average a minimum of 10,000 steps per day.ⁱ

“Manulife**MOVE** is a new way of thinking about insurance. It lets people who adopt healthy habits pay less for their coverage and it gives us the chance to better support our customers with a more holistic solution. Along with premium discounts, our Movers in Macau will also receive regular encouragement and fitness tips through the Manulife**MOVE** apps,” said Kareen Chow, General Manager, Macau Operations, Manulife (International) Limited.



Manulife**MOVE**'s launch in Macau is supported by a multi-channel campaign that comprises digital advertising in addition to print advertising and billboards around the city. Buses will also be wrapped in Manulife**MOVE** branding featuring Hong Kong pop singer and idol Pakho Chau.

Speaking about his support for the MOVE campaign, Chau said: "We all know that being active is healthy, but most of us also need to be encouraged to make fitness a fun and easy part of our everyday life. I'm tracking my steps, too, and I'm excited to welcome my fellow Movers in Macau to the Manulife**MOVE** movement."

For the latest Manulife**MOVE** videos, and health and fitness tips, visit www.ManulifeMOVE.hk

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 2014, we had 28,000 employees, 58,000 agents, and thousands of distribution partners, serving 20 million customers. At the end of September 2015, we had C\$888 billion (HK\$5,138 billion) in assets under management and administration, and in the previous 12 months we made more than C\$23 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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由即日起至2015年12月31日，
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Maxi! Shine 智能運動手帶。



了解更多
請上 www.ManulifeMOVE.hk
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Manulife launches innovative Manulife**MOVE** program to promote more active lifestyles in Macau.



Notes:

ⁱ For full details, please refer to the Manulife**MOVE** Benefit Guide. Currently, the first two health protection solutions tied to the Manulife**MOVE** program are ManuEssential Care and ManuMaster Healthcare Series/Benefit.

ⁱⁱ According to research report, “Macau - Telecoms, Mobile, Broadband and Forecasts”, issued by Market Research International, <http://www.mynewsdesk.com/us/pressreleases/new-report-macau-telecoms-mobile-broadband-and-forecasts-1151816>

ⁱⁱⁱ According to the data of Central Intelligence Agency, the 2015 CIA World Factbook shows Macau is ranked the 4th at 84.51 years. <https://www.cia.gov/library/publications/the-world-factbook/rankorder/2102rank.html>

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