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With photos

Manulife Hong Kong's Isabella Lau named "Marketer of the Year" as ManulifeMOVE takes home more accolades at the HKMA/TVB Awards

Hong Kong — Isabella Lau, Chief Customer Officer of Manulife (International) Limited, was named Marketer of the Year and a winner of the Distinguished Marketing Leadership Awards at the Hong Kong Management Association (HKMA) and Television Broadcasts Ltd. (TVB) Awards for Marketing Excellence 2016, for her outstanding achievement and contribution to the marketing development of Manulife and the business community in Hong Kong.

ManulifeMOVE — the innovative insurance concept that rewards customers for being active — also claimed the Silver Award for Campaign of the Year and a special Citation for Innovation.

Judges for the former category regarded the campaign as well-thought-out and highly integrated, and concluded that it was a win-win-win scenario for Manulife, customers and the community at large — thanks to its inspirational impact. The Citation for Innovation recognized the programme's unique wellness proposition that combines wearable technology with an easy-to-use mobile interface.

Commenting on the award wins, Guy Mills, Chief Executive Officer of Manulife (International) Limited, said: "In this age of disruptive innovation, digital technology is re-shaping how we engage with our customers. **ManulifeMOVE** has successfully embraced this wave of technology on-the-go by bringing protection and wearable technology together, enabling us to connect and engage with today's digitally-savvy consumers in a simple and accessible way. We are delighted that the judges recognized the campaign's success in encouraging people to pursue healthier lifestyles, and its positive impact on the community as a whole."

He went on: "Isabella's recognition as Marketer of the Year highlights her extraordinary leadership qualities, innovative mindset and business acumen. People's attitudes are constantly changing and so are the manners in which they communicate with each other and with us. Isabella repeatedly demonstrates her ability not only to move with these trends but to anticipate them, helping us deliver on our customer-focused strategy."

Ms Lau commented: "It is a great honour to receive these awards, which I must stress were achieved through an outstanding team effort that has made **ManulifeMOVE** such a runaway success. They are



a tremendous tribute to the devotion and hard work of my colleagues and associated agencies, and of course to the unwavering support from Manulife's senior management. By implementing our corporate philosophy of always putting the customer first, we were able to deliver a product that met the needs of digitally-savvy consumers and added value to their lives. Going forward, we will continue to leverage the unique concept of MOVE to promote and encourage healthier living and build stronger, long-lasting relationships with our customers.”

Established in 1985, the HKMA/TVB Awards for Marketing Excellence are aimed at bestowing honour and public recognition on individuals and organizations that have, through outstanding marketing programmes, broken barriers and raised the standards of the marketing profession in Hong Kong.

Photos



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About ManulifeMOVE****

Manulife**MOVE** is a unique insurance concept that rewards customers with discounted premiums for living more actively, thus revolutionising 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 products, and regularly receive health and wellness tips through the app. Visit www.ManulifeMOVE.hk for more information.



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 or johnhancock.com.

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