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With photo

Manulife Inspires Healthy Living with Innovative Approach to Insurance in Hong Kong

- *Innovative, easy-to-use health and wellness program rewards customers with discounted premiums for living more actively*
- *Hong Kong first market of Manulife Asia to launch ManulifeMOVE*
- *Cantopop sensation Pakho Chau named as ManulifeMOVE ambassador*

Hong Kong – Manulife Asia is pleased to announce today the launch of Manulife**MOVE** – a unique insurance concept for consumers, encouraging them to be more active and stay healthy. The program, which kicks off in Hong Kong, integrates an innovative activity-tracking program with insurance solutions, and rewards customers who maintain active lifestyles with discounted premiums.

Manulife**MOVE**, which can be accessed through mobile apps or online, uses data from Manulife-provided fitness trackers, allowing members to track their activity progress against set goals. By reaching simple goals, members will enjoy premium discounts tied to recently launched health protection solutions in Hong Kong.

“As a leading insurer in Asia, we’re excited to be revolutionizing how insurance works through a holistic approach to health and wellness,” said Roy Gori, President and Chief Executive Officer for Manulife Asia. “With Manulife**MOVE** we aim to become our customers’ trusted partner, deliver value to them, and help them establish healthier habits for their future – first in Hong Kong, and eventually in several more markets in the region in which we operate.”

“The beauty of Manulife**MOVE** is its simplicity. It’s an easy-to-use program that rewards customers for being healthy and insured,” added Jason Dehni, Chief Marketing Officer for Manulife Asia. “Every time our customers move; whether they’re walking, running, skipping, or even just taking the stairs instead of an escalator, they have the opportunity to save on their annual premiums.”

The concept of Manulife**MOVE** and rewarding members through their fitness trackers was drawn directly from the company’s customer research into how younger, tech-savvy consumers want insurance to work for them.

“Hong Kong is a bustling international city, yet most people here aren’t physically active enough and this has obvious health implications,” said Michael Huddart, Manulife’s Executive Vice President and General



Manager for Greater China. “In launching Manulife**MOVE**, we want to play a proactive role in being part of the solution, and encourage people to move more and rewarding them for doing so.”

A multi-media campaign for Manulife**MOVE** kicks-off today to drive public awareness. The campaign is also supported by local celebrity Pakho Chau, who exemplifies the kind of healthy lifestyle Manulife advocates all Hongkongers to engage in.

“I’m excited to be working together with Manulife to promote Manulife**MOVE**,” said Chau. “An active lifestyle is important, not only for your health now, but to safeguard against complications later in life. It’s great that as an insurance provider, Manulife is rewarding the people of Hong Kong for moving more and staying active. It’s a very positive message – especially for people of my generation, who often take their health for granted.”

More details about Manulife**MOVE** in Hong Kong will be announced in the coming weeks.

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Manulife**MOVE** — an innovative insurance concept which rewards customers with discounted premiums for living more actively.

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About Manulife

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 June 2015, we had C\$883 billion (US\$708 billion) in assets under management and administration, and in the previous 12 months we made more than C\$22 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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