

For Immediate Release  
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With photos

## Legendary Manulife Agent Sets a GUINNESS WORLD RECORDS Title

*World's longest career as a corporate salesperson  
still going strong after 62 years on the job in Hong Kong*

**Hong Kong** – Manulife's longest-serving life insurance sales agent, Sun Yung Tsu (Joe Sun), has been awarded a GUINNESS WORLD RECORDS™ title as “the longest career as a corporate salesperson”. After 62 years and 238 days with Manulife Hong Kong, the phenomenal 91-year-old continues to serve clients and inspire his fellow agents with drive and dedication.

Mr. Sun has set this new GUINNESS WORLD RECORDS title on July 11, 2017, and received the official certificate at a mega agency event in Hong Kong today to mark his world record. “I am very honoured to have set a new world record with my lifelong career as an insurance agent. I would like to thank Manulife for making it possible for me to do the work I love and to make the friends I hold most dear. I have enjoyed every moment of my first six decades with the company, and I am not planning for retirement yet,” Mr. Sun said. “In work and in life, it is important to always look forward and be passionate.”

Originally from Shanghai, Mr. Sun was among only seven candidates chosen from some 400 applicants who joined Manulife in Hong Kong in 1954. The branch had just 20 staff at that time. With a blend of professionalism and passion, he became one of Manulife's most successful agents. He received top-notch recognition over the years, being qualified as a Five-Star Master Builder in 1979, achieving top ten Divisional Leader rankings 15 times in his career, and earning Superstar status five times. Today as one of close to 7,000 advisors in the strong Hong Kong team, Mr. Sun continues to embody the Manulife values of reliability, integrity and forward-thinking in a rapidly changing industry.

“While technology is creating seismic shifts in the insurance sector, our industry will always rest on people who are dedicated to helping others and developing long-term relationships with clients and colleagues. Joe exemplifies this more than anyone, acting as a true example of the professionalism we should all strive for and the values we should uphold,” said Guy Mills, Chief Executive Officer, Manulife Hong Kong.



As Mr. Sun marks 62 years and 238 days with Manulife, the company has also been operating in Hong Kong for 120 years. Manulife prides itself on the quality and professionalism of its agency workforce. The company is named “Company for Financial Planning Excellence of the Year” (Insurance Sector) at the SCMP/IFPHK Financial Planner Awards for 10 consecutive years from 2007 to 2016. Nurturing collaboration and teamwork from its earliest days, the Hong Kong office has some of the longest-serving advisors in the global Manulife world. The team includes Mr. Sun’s closest lifelong colleagues - Paul Hung (56 years of service) and Robert Wilson (49 years of service).

“Insurance is the shield that protects people from blows they cannot see coming. The industry will change over time, but serving clients will always be at the forefront of our business. People’s need for protection and security will remain unchanged, and I hope to continue providing it to our clients, so many of whom have become my closest friends,” said Mr. Sun.

## Photos:



**RECORD HOLDER**

**GUINNESS WORLD RECORDS**

The longest career as a corporate salesperson achieved on 11th July 2017

Sun Yung Tsu, Joe  
Senior Financial Planning Consultant, Manulife (International) Limited





Joe Sun was officially awarded the certificate by adjudicator of the Guinness World Records on August 2, 2017. Present at the ceremony were Michael Huddart, Executive Vice President and General Manager for Greater China & Emerging Markets, Manulife (second from right); Guy Mills, Chief Executive Officer, Manulife Hong Kong (second from left); Lawrence Nutting, Chief Distribution Officer, Manulife Hong Kong (first from left); and Karen Chow, Chief Agency Officer, Manulife Hong Kong (first from right).



## 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 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 March 31, 2017, we had C\$1 trillion (HK\$5,860 billion) in assets under management and administration, and in the previous 12 months we made almost C\$26.3 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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