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With photos

Manulife Motivates Customers to MOVE with Apple Watch

New ManulifeMOVE Members in Hong Kong and Macau can own Apple Watch through the enhanced program and start their health and fitness experience

Hong Kong – Manulife has enriched the Manulife**MOVE** (MOVE) experience for customers in Hong Kong and Macau through the engaging personal interface and powerful health and fitness capabilities of Apple Watch, becoming the first insurer to launch an Apple Watch app in these markets. Customers also have the opportunity to own an Apple Watch through the enhanced healthy living program¹ and cover the cost through earning rewards and discounts by regularly closing all three Apple Watch Activity Rings.

Roy Gori, President and Chief Executive Officer, Manulife Asia said: “The Manulife**MOVE** program was born out of a desire to provide a simple, innovative insurance concept that motivated customers and rewarded them for living active lifestyles. We’re pleased to be able to take MOVE to the next level and create an even better customer experience through its seamless integration with the world’s most popular smartwatch Apple Watch.”

“The Activity App on Apple Watch was designed to help customers live a healthier day,” said Jeff Williams, Apple’s Chief Operating Officer. “We’re confident the integration of Activity Rings into the Manulife**MOVE** program will help motivate members to achieve their health and fitness goals.”

Manulife**MOVE** was introduced in 2015, rewarding customers with premium discounts on eligible critical illness or medical insurance plans² for being more active by syncing their activity data with the MOVE app and achieving set goals. A MOVE member needs to average only 5,000 steps a day to receive a 5 per cent premium discount for the next year of an eligible policy. Averaging 7,000 steps

¹ The privileged price of HK\$1,500 for an Apple Watch is applicable to Apple Watch Series 1 (38mm Aluminium Case). Members will be able to upgrade to Apple Watch Series 1 (42mm Aluminium Case) or Apple Watch Series 2 by paying the difference.

² The health protection solutions covered by ManulifeMOVE include Cancer Treatment Benefit, ManuEssential Care, ManuMaster Healthcare Series/Benefit, ManuPrime Care and ManuShine Healthcare Series/Benefit.



per day earns a 7 per cent saving, and a 10 per cent premium discount is rewarded to MOVE members who average a minimum of 10,000 steps per day.

With the enhanced program, MOVE members who choose to own an Apple Watch will have the chance to cover the cost by earning back up to HK\$1,500 in bonus premium discounts over two years. It is easy for MOVE members to track their activity and enjoy these extra rewards with Apple Watch by establishing health habits: averaging just 7,000 steps a day over their membership year and closing all three Apple Watch Activity Rings at least four days a week, 30 weeks a year.

In addition to earning premium discounts, MOVE members can enjoy exclusive offers from partnering retail and service providers as well as weekly tips on healthy living.

MOVE app opens to public

As a leading advocate for greater health and wellness, Manulife has also opened the MOVE mobile app up to the public as part of the award-winning program's exciting expansion, allowing everybody to enjoy the intuitive platform first-hand, making tracking one's progress even easier and fun.

Guy Mills, Chief Executive Officer, Manulife (International) Limited in Hong Kong said: "Manulife**MOVE** furthers our mission as a health and wellness advocate in Hong Kong and Macau and helps strengthen our relationships with customers here for the long term. MOVE members have recorded enough steps to make 30 round trips to the moon from Earth and two thirds have enjoyed premium discounts already. Opening the upgraded MOVE app to the public will extend our social engagement, providing us multiple ways to interact with our increasingly health-conscious community and helping more people achieve their wellness goals."

Anyone using the MOVE app can now enjoy a range of exciting features, including:

- tracking their progress against set activity goals;
- earning digital badges by completing activity challenges and achieving milestones;
- receiving motivating reminders and messages; and
- following and competing with Facebook friends who use MOVE, via the new Leaderboard function³.

For more information about the Manulife**MOVE** program, please visit www.ManulifeMOVE.hk.

³ For iOS users only.





(From left) Yvette Kong, Rio 2016 Olympics Hong Kong Swimming team representative, Francesco Lagutaine, Chief Marketing and Experience Design Officer, Manulife Asia, Michael Huddart, Executive Vice President and General Manager, Greater China & Emerging Markets, Manulife, Roy Gori, President and Chief Executive Officer, Manulife Asia, Guy Mills, Chief Executive Officer, Manulife (International) Limited, Pakho Chau, ManulifeMOVE Ambassador, Isabella Lau, Chief Customer Officer, Manulife (International) Limited, and KP Chan, Legislative Council Member celebrate today at the launch ceremony.



Roy Gori, President and Chief Executive Officer, Manulife Asia(Middle), Pakho Chau, ManulifeMOVE Ambassador(Right) and Yvette Kong, Rio 2016 Olympics Hong Kong Swimming team representative encourage people to experience the great outdoors.



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 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. At the end of 2016, we had C\$977 billion (HK\$5,646 billion) in assets under management and administration, and in the previous 12 months we made almost C\$26 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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