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With photo

## Manulife Unveils Innovative ManulifeMOVE Program: The Simplest Way to Earn Premium Discounts Through Being Active

### New members entitled to wearable device to start fitness tracking

- *Manulife handing out Fitbit Flex™ and Misfit Shine fitness trackers to customers joining Manulife**MOVE** before end 2015*
- *Premium discounts up to 10 per cent on selected critical illness or medical plans<sup>1</sup> are available to “Movers” who take steps to be more active*
- *Launch of innovative insurance concept supported by full-scale, multi-channel advertising campaign featuring local pop sensation Pakho Chau*

**Hong Kong** – Manulife Asia unveiled full details of Manulife**MOVE** (MOVE) today; a unique insurance concept for Hong Kong consumers that rewards customers for being healthier and more active by offering discounted premiums. The forward-thinking approach to insurance is tailored to an increasingly digital-savvy customer base and reinforces the Company’s position as a leading advocate for greater health and wellness.

Opportunities to join the innovative Manulife**MOVE** program as a member are exclusive to customers purchasing Manulife’s selected critical illness or medical plans from today. The newly launched program is expected to grow to encompass a broader range of protection solutions.

### How it works

Manulife**MOVE** enables members to measure various health indicators using Fitbit Flex or Misfit Shine fitness trackers, handed out to those who join the program as a member before the end of 2015. Syncing their fitness tracker with the Manulife**MOVE** mobile app on iOS or Android devices, members can track changes over time and keep tabs on the number of steps they walk or run. Achieving set goals lets them save on related insurance premiums.

Premium discounts are earned simply by moving. A Manulife**MOVE** member, or “Mover”, only needs to average 5,000 steps each day to receive a 5 per cent premium discount for the next year of an eligible



policy. Averaging 7,000-steps-per-day earns 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.<sup>1</sup>

### **Making insurance work the way our customers want it to**

“We are introducing a new way of thinking about insurance,” said Roy Gori, President and Chief Executive Officer, Manulife Asia. “Our customers told us that living healthily should entitle them to pay less for insurance, so that’s exactly what we’re offering. And it couldn’t be easier; all you have to do is move and stay active, and we will automatically reward you with no extra forms to fill in. Move more and earn a bigger discount. We’re proving that it pays to look after yourself.”

Michael Huddart, Manulife’s Executive Vice President and General Manager for Greater China, said: “We’re excited that Hong Kong is the first market where Manulife Asia is launching Manulife**MOVE**. Consumers here are very digital-savvy and with Manulife**MOVE** we’re offering them a more relevant solution; an engaging way for members to stay healthy and measure their activity, using just their mobile and a fitness tracker.”

The simple, easy-to-join program promotes regular, moderate exercise and is designed to be accessible for adults of all ages. Movers will also enjoy regularly updated content through Manulife**MOVE**’s Apple and Android-compatible apps offering tips on how to maintain an active, healthy lifestyle.

“Traditionally, once customers have purchased a policy, insurers have little contact with them until they need to make a claim,” said Isabella Lau, Chief Customer Officer for Manulife Asia. “With Manulife**MOVE** we will change that. Beyond offering them the kind of rewards they want, MOVE will allow us to continually engage with our customers through regular advice and tips on staying healthy, providing them a more holistic solution.”

### **Spreading the word**

Manulife**MOVE**’s launch is supported by new TV commercials showing local pop singer and idol Pakho Chau tracking his progress via the Manulife**MOVE** app. Speaking about his support for the campaign, Chau said: “Hong Kong is such a dynamic city with so much going on, yet many of us spend most of our day sitting down. The health impact of that is obvious. I think it’s great that an insurer like Manulife takes this seriously and is encouraging people to be active and stay healthy. I’m tracking my steps now, too, and am excited to be a part of the Manulife**MOVE** movement.”

The multi-channel campaign comprises online videos, digital advertising and social media in addition to TV commercials, print advertising and out-of-home (OOH) displays across major MTR stations.

To view the latest TV commercials, click [here](#), or visit MOVE’s dedicated website [www.ManulifeMOVE.hk](http://www.ManulifeMOVE.hk).

### Notes:

<sup>1</sup> 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.



Photo



ManulifeMOVE 創新保險概念  
將每日活動量，轉換保費折扣。

全新 ManulifeMOVE 計劃，配合智能運動手帶及手機應用程式，記錄您每日活動量，兌換成保費折扣。健康，不但是一份保障，更是屬於自己的獎賞。



由即日起至2015年12月31日，  
成為 ManulifeMOVE 會員，  
可獲得 Fitbit Flex™ 或  
Misfit Shine 智能運動手帶。



了解更多  
即上 [www.ManulifeMOVE.hk](http://www.ManulifeMOVE.hk)  
或致電 MOVE 熱線 2510 3941



詳情請瀏覽 [www.ManulifeMOVE.hk](http://www.ManulifeMOVE.hk)

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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 (HK\$5,487 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](http://www.manulife.com) or [www.johnhancock.com](http://www.johnhancock.com).

### Media Contact:

Jacqueline Kam / Crystal Tse  
Manulife (International) Limited  
(Incorporated in Bermuda with Limited Liability)  
Tel: (852) 2202 1284 / 2510 3130  
Fax: (852) 2234 6875  
[Jacqueline\\_tm\\_kam@manulife.com](mailto:Jacqueline_tm_kam@manulife.com) /  
[Crystal\\_ym\\_tse@manulife.com](mailto:Crystal_ym_tse@manulife.com)

