

**For immediate release
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Manulife wins big for digital at 2017 Kidlat Awards

Makati City, Philippines – Manulife Philippines bagged seven Kidlat Awards for its recent digital campaign and is the only life insurance company to be recognized this year.

The Kidlat Awards is an annual creative competition led by the 4As Creative Guild of the Philippines that celebrates and recognizes the country's best advertising initiatives. Manulife was recognized for their digital films: "Stand Up", "Ring", "Best Friends", and "Araw at Gabi", which were launched to celebrate Manulife Philippines' 110th year in the country.

"We are thrilled to be recognized for our digital campaign. As more of our customers go online, we make it a point to be where they are. Campaigns like this have allowed us to engage with more Filipinos in a personal and approachable way, about how we can help them achieve their dreams," said Melissa Henson, SVP & Chief Marketing Officer of Manulife Philippines.

"Stand Up" won gold for Best Film and Best Direction and bronze for Best Copywriting. "Ring" and "Best Friends" were both awarded silver for Best Film, with the latter also winning bronze for Best Art Direction. "Araw at Gabi" won bronze for Best Film.

"Through campaigns like this, we are able to reach out to Filipinos from all walks of life and encourage them to make that first step in investing in their future," said Henson.

Ends

About the films

Stand Up is a short film that features a father's unconditional support of his son's unique passion. With its humorous but heartwarming story, it became a viral sensation soon after it was launched on Manulife Philippines' Facebook page. Ring is a romantic comedy that demonstrates how life can sometimes bring surprises even better than what one has planned. Best Friends, dramatizes the importance of having someone who will stand by your side in both good and challenging times. Araw at Gabi features testimonials from Manulife's clients throughout the years, showcasing how it has been able to serve generations of Filipinos for over 110 years.

About Manulife Philippines

The Manufacturers Life Insurance Company opened its doors for business in the Philippines in 1907. Since then, Manulife's Philippine Branch and later The Manufacturers Life Insurance Co. (Phils.), Inc. (Manulife Philippines) has grown to become one of the leading life insurance companies in the country. Manulife Philippines is a wholly-owned domestic subsidiary of Manulife Financial Corporation, among the world's largest life insurance companies by market capitalization. Learn more about Manulife Philippines by visiting their website www.manulife.com.ph and following them on Facebook (www.facebook.com/ManulifePH), Twitter (@ManulifePH), and Instagram (@manulifeph).

About Manulife

Manulife Financial Corporation is a leading international financial services group that helps people make their decisions easier and lives better. We operate primarily 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 2017, we had about 35,000 employees, 73,000 agents, and thousands of distribution partners, serving more than 26 million customers. As of March 31, 2018, we had over \$1.1 trillion (US\$850 billion) in assets under management and administration, and in the previous 12 months we made \$26.9 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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