

TSX/NYSE/PSE:**For immediate release**

September 10, 2019

**Manulife named Best Digital Life Insurance Company,
demonstrates tech leadership***Recognized Excellence in Digital, Social Media and Brand Positioning*

Makati City, Philippines - In recognition of its continued innovation efforts, Manulife Philippines was proclaimed the Best Digital Life Insurance Company in the Philippines by the internationally recognized, Global Banking and Finance Review. It was also recognized for its brand excellence and leadership in Asia's insurance industry by CMO Asia's Asia Banking, Financial Services, and Insurance Excellence Awards. In addition, it also received recognitions from the PANAta Awards and Philippine Social Media Week 2019 (PSMW) for its excellent use of digital platforms to engage customers.

"An important part of our journey to help Filipinos live better lives is educating them on the value of financial planning, and creating the digital tools that can make it easier for them to get started. Through our customer portals like Manulife Online, as well as our social media and branding efforts, we are helping Filipinos take advantage of the wide range of financial services available to them," said Melissa Henson, Senior Vice President and Chief Marketing Officer of Manulife Philippines. "We will continue to leverage technology to make it easier for Filipinos to live better lives," she added.

Global Banking and Finance Awards 2019

Manulife's dedication to create a faster and more efficient way to serve the financial needs of its customers through technology earned it the Best Digital Life Insurance Company in the Philippines award from Global Banking and Finance Review. The award recognizes excellence within the global finance industry.

A key part of this is Manulife Online, the company's mobile-optimized site that provides customers a more seamless and frictionless experience when managing their insurance policies online. The site allows customers to conveniently access their important policy information, update their personal information in real-time, and make payments for their policies.

CMO Asia's Asia Banking, Financial Services, and Insurance Excellence Awards

Manulife's out-of-the-box branding efforts, such as its partnership with ride-hailing service, Grab, and viral digital films were recognized by CMO Asia's Asia Excellence in Brand Award under the Insurance Category.

The Asia Banking, Financial Services, and Insurance Excellence Awards is presented by CMO Asia which celebrates its 10th year in 2019. The awards recognize excellence in strategy, customer service, the use of technology to solve challenges, and innovation within the banking, finance, and insurance industries.

PANAta Awards

Manulife's Your Best Life Campaign, which includes a series of three digital videos entitled Mama, Friends, and Destiny, and a TV commercial, won Bronze in Excellence in Brand Positioning category from the PANAta awards.

Organized by the Philippine Association of National Advertisers (PANA), the awards showcase the industry's best brand campaigns which exhibit best-in-class strategy, execution, and results. The entries were reviewed by an executive jury which consists of notable personalities in the advertising industry.

Philippine Social Media Week (PSMW) 2019

Manulife's creative social media content, and high levels of social media engagement earned it a Social Media Excellence Award under the insurance category from PSMW.

PSMW is a national event connecting people, content, and conversations around emerging trends in social and mobile media. The awards honor the brains behind the leading blogs and top practitioners of social media in the nation.

END

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 2018, we had more than 34,000 employees, over 82,000 agents, and thousands of distribution partners, serving almost 28 million customers.

As of June 30, 2019, we had over \$1.1 trillion (US\$877 billion) in assets under management and administration, and in the previous 12 months we made \$29.4 billion in payments to our customers. Our principal operations in Asia, Canada and the United States are 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.

Media Contacts:

Rosalie Acupan
Manulife Philippines
(+632) 884-5433 loc. 635702
Rosalie.Acupan@manulife.com

Dessa Virtusio
Virtusio PR International, Inc.
(+632) 631-9479
dessa@virtusio.com