

**For immediate release
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Manulife wins Philippines Best Brand Award

Makati City, Philippines – Manulife Philippines recently received the 2018 Philippines Best Brand Award for its digital marketing efforts.

The annual awards recognize marketers who have achieved success through innovative and effective campaigns. Manulife was awarded for the following campaigns:

- "Stand-up" – an online film which tells the story of a new comedian's unique career choice. It got 6.9 million views and 238,000 likes on social media.
- "What If" – a digital series that talks about turning what ifs into why nots. It received a total of 14.5 million views and 265,000 likes and shares.

"We've been using technology to help Filipinos better understand the value of insurance. The Philippines is the world leader in social media usage, so it made sense to build our campaigns on these platforms to engage our customers in a relevant way and help them address their financial needs," said Melissa Henson, SVP & CMO of Manulife Philippines.

The Awards are presented by independent and non-profit organizations CMO Asia and World CSR Day. They are held to foster awareness and inspire companies to pursue marketing excellence.

"We will continue to create programs—both offline and digital—that reach more Filipinos and effectively guide them in making financial decisions," said Henson.

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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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