

**For Immediate Release
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Richard Yap, Sarah Geronimo and James Reid launch the next chapter of Manulife’s “Start Your Story” campaign

Manila, Philippines – Manulife Philippines has brought together three of the country’s most loved celebrities – Richard Yap, Sarah Geronimo and James Reid – to launch the next chapter of its “Start Your Story” campaign. This is the first time that a Manulife campaign has combined the star power of all three celebrities. Both Richard and Sarah were part of the first chapter of the Start Your Story campaign, while James was part of the company’s ManulifeMOVE program launch.

Manulife’s “Start Your Story” campaign began in 2015 to inspire Filipinos to take the first step toward making their dreams come true. It called on Filipinos to overcome whatever is holding them back and daring them to fulfill the stories they have always wanted to achieve.

“We all have dreams that we want to pursue but sometimes we end up setting them aside when unexpected things happen,” said Ryan Charland, Manulife Philippines President and CEO. “Through these campaigns, we want Filipinos to know that whatever happens, Manulife is here to help them make their dreams come true.”

The next chapter in the campaign includes TV, radio, print and digital ads, which will show Richard, Sarah, and James conquering obstacles that try to keep them from realizing their goals.

“Richard, Sarah, and James are three of our most admired celebrities today,” said Melissa Henson, Chief Marketing Officer, Manulife Philippines. “If you look behind their stories of success, you will get to know individuals who worked hard and persevered. The next chapter in the campaign gives us a glimpse of their stories, which we hope will inspire people to pursue their dreams and passions.”

As part of the campaign, Manulife will also launch online contests and other community-based initiatives. To know more, visit their website www.manulife.com.ph and follow them on Facebook (www.facebook.com/ManulifePH), Twitter (@ManulifePH), and Instagram (@manulifeph).

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.

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 2015, we had approximately 34,000 employees, 63,000 agents, and thousands of distribution partners, serving 20 million customers. At the end of March 2016, we had \$904 billion (US\$697 billion) in assets under management and administration, and in the previous 12 months we made more than \$24.9 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 or www.johnhancock.com.

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