

**For Immediate Release
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Richard Yap kicks off Manulife’s “Start Your Story” campaign

Manila, Philippines – The next chapter of Manulife Philippines’ “Start Your Story” campaign was kicked off today by brand ambassador and one of the country’s most famous celebrities, Richard Yap. The campaign, first launched in 2015, is focused on inspiring Filipinos to take the first step towards making their dreams come true. It calls on Filipinos to overcome whatever is holding them back and dares them to fulfill the stories they have always wanted to achieve.

“We all have stories we want to fulfill in life. However, sometimes, because of unforeseen circumstances or our own self-doubts, we end up setting these stories aside, leaving them unwritten,” said Richard at Manulife’s launch campaign press conference. “But Manulife is encouraging us to overcome whatever is holding us back and pursue our passions. It offers us various solutions to help us make our dreams reality.”

Richard, an entrepreneur, has learned a lot from his experiences, a message he imparts as part of Manulife Philippines’ “Start Your Story” campaign. As part of the campaign, Manulife will launch online contests and other community-based initiatives.

“I have learned the importance of having a plan and preparing for both good and bad times. This will allow you to protect the fruits of your hard work. This was also the principle that guided my decision to invest with Manulife back when I was just starting out in 1992,” added Richard.

Learn more about Manulife Philippines’ #StartYourStory campaign by visiting their website www.manulife.com.ph and following 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 June 2016, we had \$934 billion (US\$718 billion) in assets under management and administration, and in the previous 12 months we made more than \$25.4 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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