

**For Immediate Release
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Manulife Philippines wins digital and branding awards

Manila, Philippines – Manulife Philippines has won awards for its digital and branding campaigns. The company was recognized for its #StartYourStory campaign and digital video “One Year in Seven Days”, at the prestigious BlogEx Awards and Catholic Mass Media Awards (CMMA) ceremonies held in September and October respectively. It was also shortlisted as a finalist for the Most Innovative Company of the Year at the 2016 Asia CEO Awards held in October.

BlogEx Best Digital Campaign Award

The BlogEx Best Digital Campaign Award is presented to the company that best uses new media as a channel to deliver its campaign, generate brand awareness, and create engagement. Manulife Philippines’ #StartYourStory initiative launched in September 2015 bagged the award because of its cohesive strategy in integrating search engine marketing, its corporate website, and social media platforms.

“We wanted to utilize digital resources to amplify the Start Your Story campaign’s key message, so we made sure our marketing strategy included a heavy dose of digital content, social media engagement, and corporate website integration. By making digital core to the campaign strategy, we were able to achieve optimal impact,” said Melissa Henson, Senior Vice President & Chief Marketing Officer of Manulife Philippines.

CMMA Best Branded TV Ad Award

Manulife Philippines’ digital film “One Year in Seven Days” won the CMMA Best Branded TV Ad Awards under the Love for Family and Life category for its heartwarming tribute to the country’s overseas Filipino workers (OFWs). Manulife was the only insurer to win in that category.

The film is inspired by the true story of Jenny, an overseas Filipino worker and a single mother, and her son, whose time together over the past five years has been limited to Jenny’s short visits to the Philippines.

“One Year In Seven Days is our tribute to overseas Filipino workers, who have devoted their lives to making their families’ dreams come true,” said Ryan Charland, Manulife Philippines President and Chief Executive Officer. “Manulife is committed to supporting Filipinos on their journey to live a life of fulfilled stories.”

The digital film premiered on the Manulife Philippines Facebook page in time for Christmas 2015. Shortly after its launch, Manulife made it possible for Jenny and her son to celebrate Christmas together for the first time in five years.

Most Innovative Company of the Year Finalist

This year, Manulife Philippines was one of six finalists for the Most Innovative Company of the Year category for its MOVE customer program.

“The launch of ManulifeMOVE has changed the way we interact with our customers,” said Charland. “From transaction and product-focused interaction, the program has allowed us to build long-lasting customer relationships and provide solutions beyond financial protection,” he added.

ManulifeMOVE rewards its members with special rates on their annual insurance premiums based on the average number of steps they make for a year. This will be monitored using a fitness tracker and a Manulife mobile app. The more customers move, the better rates they can get on their premium. A customer who averages 5,000, 7,000 and 10,000 steps per day can avail of 5%, 7% and 10% less on their annual insurance premium, respectively.

Learn more about Manulife by visiting their website www.manulife.com.ph and following them on Facebook (www.facebook.com/ManulifePH), Twitter (@ManulifePH), and Instagram (@manulifePH).

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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.

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 September 2016, we had \$966 billion (US\$736 billion) in assets under management and administration, and in the previous 12 months we made more than \$24.4 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 manulife.com or johnhancock.com.

Media Contacts:

Melissa Henson
Manulife Philippines
(+632) 884-5484
melissa_henson@manulife.com

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