

**For Immediate Release
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Manulife welcomes James Reid as part of the “Start Your Story” campaign

Makati, Philippines – Manulife Philippines today announced that it has officially welcomed actor and performer James Reid as one of its celebrity brand ambassadors. He joins actor and entrepreneur Richard Yap and actress and pop star Sarah Geronimo in Manulife’s “Start Your Story” campaign, which encourages Filipinos to end whatever is holding them back and start making their dreams come true.

“A lot of us, especially millennials like me, tend to get disheartened when faced with obstacles,” said James. “Then we end up giving up. But what I learned from this campaign is you can’t give up on your dreams. We need a stable financial partner like Manulife to turn our dreams into reality,” he added.

“As a rising artist, James embodies persistence and commitment to his craft,” said Melissa Henson, Chief Marketing Officer of Manulife Philippines. “He wants to continue exploring what else he can do to evolve and grow as an artist, overcoming challenges as he goes along to achieve his dreams for himself and his family. And as he plans for his future, we are glad he chose to start his financial journey with Manulife.”

Having established himself as a successful actor and singer, James has begun to explore other facets of himself as an artist and recently ventured into songwriting. He gave entertainment media and bloggers a preview of his work at a recent Manulife event, where he shared, “Songwriting is a completely new dimension of music for me. Exploring it is both exciting and challenging. I am glad to have started this new chapter of my story.”

Learn more about Manulife Philippines’ #StartYourStory campaign by visiting our website www.manulife.com.ph and following us 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 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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