

**For Immediate Release
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Manulife Philippines delivers record insurance sales in 2014

Makati City, Philippines – Manulife Philippines registered significant growth in 2014, with fourth quarter insurance sales increasing 56 per cent over the same period in 2013. For the full year, insurance sales increased by 44 per cent over the previous year. Insurance advisers rose to 6,000, which represents a 38 per cent year over year growth.

“The remarkable increase of our agency force to more than 6,000 advisers, our introduction of new products, and our launch of programs such as Bundle of Joy, which aims to make life insurance more accessible to young families, enabled us to achieve significant sales growth from our agency channel and led to our strong finish in 2014,” said Ryan Charland, President and Chief Executive Officer, Manulife Philippines. The Company registered a 20 per cent year-on-year increase in agency sales.

“The Philippines has become increasingly important to Manulife,” said Roy Gori, Manulife Asia President & Chief Executive Officer. “We see tremendous opportunity in the country, driven by strong economic fundamentals and a rapidly expanding middle class. We’re committed to investing in the business, including our advisors, so they can provide clients with outstanding service.”

“Our business success in 2014 has provided us with a strong start off point for 2015,” said Mr. Charland. “We remain focused on delivering value and exceptional service to our clients, while we work to continuously expand our reach and help meet Filipinos’ evolving financial needs.”

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 is a leading Canada-based financial services group with principal operations in Asia, Canada and the United States. We operate as John Hancock in the U.S. and as Manulife in other parts of the world. We provide strong, reliable, trustworthy and forward-thinking solutions for our customers’ significant financial decisions. Our international network of employees, agents and distribution partners offer financial protection and wealth management products and services to millions of clients. We also provide asset management services to institutional customers. Assets

under management by Manulife and its subsidiaries were approximately US\$596 billion as at December 31, 2014.

Manulife Financial Corporation trades as 'MFC' on the TSX, NYSE and PSE, and under '945' on the SEHK. Manulife can be found on the Internet at manulife.com

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