

**For Immediate Release
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**Manulife encourages Filipinos to “Start Your Story”:
Partners with Richard Yap and Sarah Geronimo to inspire Filipinos to make
their dreams come true**

Manila, Philippines – Manulife Philippines launched “Start Your Story,” a new brand campaign that aims to encourage Filipinos to take the first step in making their dreams come true.

“For the past 108 years, Manulife has helped thousands of Filipinos secure their futures and achieve their financial goals,” said Ryan Charland, Manulife Philippines President and CEO. “Through this campaign, we reinforce our commitment to our customers and to remind them that no matter what they aim to do in life, Manulife is here to help them start their stories.”

Two of the Philippines’ most established celebrities, actor Richard Yap and actress/singer Sarah Geronimo, are Manulife’s brand ambassadors for this campaign. Richard has been the company’s brand ambassador for over two years now, while this is Sarah’s first campaign with Manulife.

“We’re very happy to have Richard and Sarah as our brand ambassadors, as they have both been Manulife customers for several years,” said Charland. “They are wonderful examples of Filipinos who found success when they started their stories and are now enjoying the fruits of that success.”

“When I signed my first Manulife policy in 1992, I never imagined I would one day be their brand ambassador. Over the years, Manulife has helped me plan for my family’s future, so I can rest assured that our hopes and dreams for our children can become reality,” said Richard.

“I am honored to be chosen by Manulife to be their newest brand ambassador,” said Sarah. “I’ve been very lucky to have started my own story early in life. At this point, I feel that it’s my turn to inspire others to start their own stories — something that I have in common with Manulife, and this is why this campaign is important to me.”

Manulife Philippines will also launch online contests and community-based initiatives as an expansion of the Start Your Story Campaign. 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 2014, we had 28,000 employees, 58,000 agents, and thousands of distribution partners, serving 20 million customers. At the end of June 2015, we had \$883 billion (US\$708 billion) in assets under management and administration, and in the previous 12 months we made more than \$22 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.

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