Manulife *Vitality* by the numbers

We're passionate about helping Canadians live longer, healthier lives. And we know you want to do the same for your clients. That's why there's Manulife Vitality – a program that rewards members for the little things they do to stay healthy.

And it works! Members are happy and healthy. But don't just take our word for it — see for yourself.



Members are hooked on health

Registered Manulife *Vitality* members are motivated to make healthy choices:

97%

complete their Vitality
Health Review™

81%

of members claim their wearable device

79%

connect their wearab to track activity

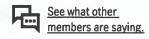
Program Member data as at March 31, 2020





Since signing up for Manulife Vitality, I find my health and motivation has become so much better. I'm being held accountable to actively move and I have a way of tracking what I've actually done."

Jennifer Cranson, Manulife *Vitality* member





On average, Manulife Vitality members complete 27 health-improvement activities every month, including:



Completing a physical activity such as walking **10,000 steps**



Setting a new goal, like a better night's sleep, and checking in on progress



Finishing a mental well-being review



Going for a dental check



Getting a flu shot

Program Member data as at March 31, 2020

Manulife



Manulife Vitality members are getting healthier

Little changes lead to big improvements. And members are seeing results. In just one year here's how members transformed their health risks from an unhealthy to a healthy range:

Body Mass Index

12% improved to a healthy range¹

Cholesterol

21% improved to a healthy range

Program Member data as at December 31, 2019.

Blood Pressure

32% improved to a healthy range²

Glucose

35% improved to a healthy range⁴

On the up and up



of members are satisfied with the
Manulife Vitality program – a measure that
continues to climb each year.⁵

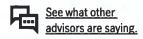


of members are more likely to recommend the program to others in 2019, versus 2018.



Manulife Vitality has made me more excited to talk about insurance with clients and prospects. Seeing the clients getting excited has made me more excited to introduce Manulife."

Dustin Ralph, Manulife *Vitality* Advisor





Members aren't the only ones who benefit from the program. Healthy clients are happy clients. And happy clients are great for your business. So go ahead and recommend Manulife *Vitality* with confidence, knowing that your clients will live healthy, earn rewards, and save money... and they'll thank you for helping them get started.

To learn more, contact your Manulife sales representative.

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¹ BMI in-range value: <25 ² Blood pressure in-range value: <120 ³ Cholesterol in-range value: <5.6 ⁵ Manulife *Vitality* member survey conducted via Confirmit, 2020 Insurance products are issued by The Manufacturers Life Insurance Company. The Vitality Group Inc., in association with The Manufacturers Life Insurance Company, provides the Manulife *Vitality* program. The Manulife *Vitality* program is available with select policies. Vitality is a trademark of Vitality Group International Inc., and is used by The Manufacturers Life Insurance Company and its affiliates under license. Vitality Health Review are trademarks of Vitality Group International, Inc., and are used by The Manufacturers Life Insurance Company and its affiliates under license. Manulife, Manulife, Manulife & Stylized M Design are trademarks of The Manufacturers Life Insurance Company and are used by it, and by its affiliates under license.