

**For Immediate Release**  
**July 23, 2010**

## **Manulife Indonesia Celebrates Its 25<sup>th</sup> Anniversary and Looks Forward to the Future**



**Jakarta** – On July 18, 2010 PT Asuransi Jiwa Manulife Indonesia (Manulife Indonesia) celebrated its 25th anniversary. From somewhat humble beginnings in 1985, starting with 14 employees and three agents, Manulife in Indonesia has now grown to over 6,000 staff and professional agents, establishing itself as one of the largest insurance companies and wealth management providers in Indonesia, providing a comprehensive range of financial products and services in the form of life, health and group insurance, as well as pension funds.

“This July, Manulife Indonesia celebrates 25 years in Indonesia and we are proud to celebrate this historic milestone with an illustrious list of achievements. For example, the total Funds under Management at IDR 11.53 trillion as at March 31, 2010, is a testament to the trust we have earned from over two million customers over the past 25 years,” says Alan Merten, the new CEO and President Director of Manulife Indonesia. “This silver anniversary celebration is more than a celebration of our past; it is also a time for us to launch our vision for our future in Indonesia. We will even better serve our customers and distribution partners as a strong, reliable, trustworthy, and forward-thinking choice provider for our customers’ most significant financial decisions for their future.”

To appreciate the contributions of its various stakeholders, the Company has arranged an array of special programs for the year. For customers, we have launched a special rewards program in the form of ProActive Silver, which is a free one-year term life insurance product with a sum assured of Rp 25 million offered to family and friends of a policyholder newly purchasing any product this year (subject to the relevant terms and conditions). We have also organized a special golf tournament for our most valued customers and business associates, with the aim of celebrating our partnership as well as showing our appreciation for their trust in us.

For our agents, we have arranged for a range of promotions such as road-shows and client gatherings to help them better assist our customers. For our employees, we have organized a range of activities such as a Manulife’s Got Talent competition and a Manulife Family Gathering. These events help us to express our gratitude to our staff and their families in making Manulife Indonesia a financial solutions provider of choice. And finally, as our contribution to the Indonesian community, through Yayasan Manulife Peduli (Manulife Care Foundation), we have recently participated in the planting of 600 mangrove seeds in Kapuk Mangrove Forest Ecotourism – Angke, as well as allocating an additional Rp 1 billion for the micro-financing scheme we established in Nanggroe Aceh Darussalam to empower the people of Aceh.

This silver anniversary celebration will culminate with a Manulife Anniversary Dinner celebration on Friday, July 23. This special event will be attended by special external guests plus Robert A. Cook, Senior Executive Vice President & General Manager, Asia; Philip Hampden-Smith, Executive Vice

President and GM, South East Asia Operations; as well as the Board of Directors; senior agency managers; and employees of Manulife Indonesia.

### **About Manulife Financial in Indonesia**

Manulife Financial in Indonesia offers the most comprehensive products and services in the Indonesian financial services industry through life insurance, employee benefits, and mutual fund products. Headquartered in Jakarta, Manulife operates through a network of sales operations in more than 20 cities throughout the country, supported by more than 6,000 employees and professional agents who serve more than 2,000,000 customers.

In 2010, several prestigious awards have been earned, including:

- 1st Runner Up Best Life Insurance Company 2010 from Investor magazine (for the fourth consecutive year)
- Call Center Award for Service Excellence 2010 from Marketing magazine and Carre-CCSL (Center for Customer Satisfaction and Loyalty) for the fourth time, having previously won the same award in 2006, 2008, and 2009.
- Service Quality Award 2010 from Marketing magazine and Carre-CCSL (Center for Customer Satisfaction and Loyalty)
- Net Promoter Customer Loyalty Award 2010 from Octovate Consulting Group and SWA magazine.

### **About Manulife Financial**

Manulife Financial is a leading Canadian-based financial services group operating in 22 countries and territories worldwide. For more than 120 years, clients worldwide have looked to Manulife for strong, reliable, trustworthy and forward-thinking solutions for their most significant financial decisions. Our international network of employees, agents and distribution partners offers financial protection and wealth management products and services to millions of clients around the world. We provide asset management services to institutional customers worldwide as well as reinsurance solutions, specializing in life and property and casualty retrocession. Funds under management by Manulife Financial and its subsidiaries were Cdn\$446 billion (US\$440 billion) as at March 31, 2010. The Company operates as Manulife Financial in Canada and Asia and primarily as John Hancock in the United States. Manulife Financial Corporation trades as 'MFC' on the TSX, NYSE and PSE, and under '945' on the SEHK. Manulife Financial can be found on the Internet at [www.manulife.com](http://www.manulife.com).

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