

For Immediate Release
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Manulife Indonesia Offers Financial Training for Micro Enterprises and Donates Computer Labs in Banda Aceh

Banda Aceh – PT Asuransi Jiwa Manulife Indonesia (Manulife Indonesia) is offering accounting training to small entrepreneurs in Banda Aceh who have benefited from a Manulife-sponsored micro-financing program, to help them run their businesses more successfully.

The training scheme was developed through Yayasan Manulife Peduli (the Manulife Care Foundation) and will be held on October 28 and 29. It will be a new feature of the on-going and successful micro financing program for micro entrepreneurs in Nanggroe Aceh Darussalam (NAD) launched by the Manulife Care Foundation in collaboration with PT Bina Insan Sejahtera Mandiri (BISMA) in 2009. The training is designed to develop basic accounting skills essential to managing a business efficiently.

“Our micro financing program launched in 2009 aimed to increase the availability of microfinance services to tsunami affected communities in NAD. We established this in order to further enhance the recovery of their economic livelihood,” says Alan Merten, CEO & President Director of Manulife Indonesia. “This new training scheme is aimed at equipping borrowers with basic accounting skills to better manage their businesses,” he adds.

The micro financing program is an initiative spearheaded by the Manulife Care Foundation, in collaboration with BISMA, to directly assist the community in Aceh. BISMA is a leading micro financing facilitator in Indonesia that has been involved in financial projects in West Java, Banten, and Nanggroe Aceh Darussalam province.

Through the micro financing program, the Manulife Care Foundation has provided financing of Rp 1 billion to BISMA, increasing the community’s access to financial assistance for the development of micro businesses. No interest is charged on the loans, which have an initial term of three years. The program is accessible for micro enterprise owners from Sigli, Aceh Besar, and Banda Aceh through several micro financial institutions, which are committed to developing viable and sustainable micro businesses established by the community.

Recipients of the micro financing program so far have come from a variety of trades, including micro trade (57%), home industry (24%), micro services (16%), and micro agriculture (3%). The average loan size for first loans has been Rp 1.5 million. But successful borrowers are allowed to apply for subsequent loans and the latest loans received have been on average more than Rp 5 million. “The growth in loan values indicates that micro businesses have continuously improved, says Rio Sandi, Senior Manager of BISMA.

Based on a survey conducted by BISMA, the majority of micro entrepreneurs claimed that after receiving the micro credit, their assets grew. They have more money to apply toward higher education for their children. Growth in their business activities creates more working opportunities for the community.



“The impact of our 2009 micro financing program is a testament to our commitment to growth, including growing stronger together with the community in which we function, as well as growing for the long term,” says Nelly Husnayati, Vice President Director and Board of Trustee of Manulife Care Foundation. “We hope this basic accounting training will build the capacity of our micro entrepreneurs and improve the recovery of tsunami affected communities in NAD as well.”

The first day of training will be attended by Alan Merten, Nelly Husnayati and Rio Sandi, as well as Premraj Thuraisingam, Executive Vice President and Chief Agency Officer and Teuku Muzis, District Manager, Banda Aceh District Manulife Indonesia.

Computer donation also aids students in Banda Aceh

Through the Manulife Care Foundation, the Manulife Indonesia also donated two computer laboratories to two Manulife supported schools, SDN 25 Manulife and SDN 28 Manulife in Banda Aceh. Each of the computer labs was renovated, air conditioned and is now equipped with 10 personal computers on new desks and chairs.

Says Alan Merten: “The students of SDN 25 Manulife and SDN 28 Manulife will have a computer experience that is easier, safer, and more engaging than they have had before. We have been so fortunate to have Manulife Care Foundation as part of our company contributing to the educational success of Manulife School students.”

Says Nelly Husnayati: “We hope that these corporate social responsibility activities will provide invaluable benefit to the tsunami affected communities in NAD today and for future generations of Acehnese.” Nelly adds, “Manulife Indonesia has been a reliable and trustworthy contributor to the Indonesian community for more than a decade.”

About PT Bina Insan Sejahtera Mandiri

PT Bina Insan Sejahtera Mandiri (BISMA) is a private company which began operations in March 2003. The company participates in the development of microfinance in Indonesia, which in turn supports the growth of the micro-economic sector. BISMA is designed as a social commercial enterprise meaning that it focuses on the social value rather than profit of its services. BISMA facilitates the microfinance program, providing financial and technical services that benefit Micro Finance Institutions (MFIs) with limited technical capacity and/or access to funding.

About Yayasan Manulife Peduli

Yayasan Manulife Peduli (Manulife Care Foundation) was founded in 1998 as the embodiment of Manulife Indonesia’s corporate social responsibility. It has three main areas of focus: education, health, and social activities. The foundation also provides natural disaster relief with hundreds of volunteers (both Manulife agents and employees) ready to be dispatched for tasks such as renovating of Manulife Schools, donating blood, fund raising and more.

Through the Manulife Care Foundation, Manulife Indonesia is the only life insurance company in Indonesia with its own supported schools. The Manulife Care Foundation has five Manulife schools located in Sukabumi (SDN Simpenan Manulife and SDN Manulife Pondok Tisuk), Nanggroe Aceh Darussalam (SDN 25 Manulife and SDN 28 Manulife), and Special District of Yogyakarta (SD Winongo Manulife).

About PT Asuransi Jiwa Manulife Indonesia in Banda Aceh

The Banda Aceh marketing office of Manulife Indonesia was established in 1997. Currently, the Banda Aceh marketing office is supported by approximately 250 agents and staff and serves more than 8,000 customers. This marketing office is one of the top ten producers in Manulife Indonesia .

About PT Asuransi Jiwa Manulife Indonesia

PT Asuransi Jiwa Manulife Indonesia (Manulife Indonesia) offers the most comprehensive products and services in the Indonesian financial services industry through life insurance and employee benefits. Headquartered in Jakarta, Manulife Indonesia operates through a network of marketing offices in more than 20 cities throughout the country, supported by approximately 6,700 employees and professional agents who serve more than 2,000,000 customers.

Manulife Indonesia earned several prestigious awards in 2010:

- First 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 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. 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\$454 billion (US\$428 billion) as at June 30, 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.

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