



## Fact Sheet

TSX/NYSE/PSE: MFC SEHK: 945

### Manulife-Sinochem Life Insurance Company Limited

#### About Manulife-Sinochem

Manulife-Sinochem Life Insurance Co. Ltd., the first Chinese-foreign joint venture life insurance company established in China, began operations in Shanghai on November 26, 1996. Former Chinese Premier Li Peng and former Canadian Prime Minister Jean Chrétien presided over the opening ceremony.

In November 2002, Manulife-Sinochem opened a branch office in Guangzhou following receipt of the first branch license granted by the China Insurance Regulatory Commission (CIRC) to a foreign invested joint-venture life insurance company. In May 2004, Manulife-Sinochem opened the second branch office in Beijing. To date, Manulife-Sinochem is now developing steadily in 36 cities in Shanghai, Beijing, Guangdong, Zhejiang, Jiangsu, Sichuan, Shandong, Fujian, Chongqing and Liaoning.

#### Structure of Manulife - Sinochem

- Manulife-Sinochem is a joint venture company between Manulife (International) Limited and China Foreign Economic and Trade Trust Company (a core member of the Sinochem corporation).
- Manulife holds a 51 per cent share of the Company, while Sinochem holds the remaining 49 per cent.
- Manulife-Sinochem's headquarters is in Shanghai and operates under the direction of: Marc Sterling, Chairman; James Lin, President; Guo Yongping, Executive Vice President.

#### Solid Foundation: 13 Years of Success in China

As the first joint venture life insurance company in China, Manulife-Sinochem has been an industry pioneer, demonstrating considerable success and becoming a major industry player in China. This can be attributed to strong support by both the Chinese and Canadian governments and the expertise borrowed from the parent companies Manulife Financial and Sinochem. Manulife-Sinochem is Canada's second largest employer operating in China. Today it has more than 11,000 professionally trained staff and agents serving over 430,000 customers.

Sinochem's understanding of the Chinese market and Manulife's insurance expertise have resulted in considerable developments in agency training, product design, market exploration and service effectiveness. This combination contributes to the strong foundation upon which Manulife-Sinochem has grown and expanded.

- In March 2009, Manulife-Sinochem was named "Top Company for Brand Building 2008", by the popular insurance industry magazine China Insurance Marketing, the only foreign or joint-venture insurance company so honored.
- In February 2009, the newspaper The 21st Century Business Herald published a competitive ranking for insurance companies and ranked Manulife-Sinochem seventh among all Chinese life insurers, and first among foreign invested/joint venture insurers in China.
- In January 2009, Manulife-Sinochem was named by Hexun.com as "The most trustworthy Insurance Company" and "Outstanding Branding Company".
- In December 2008, Manulife-Sinochem was designated a "National High-Quality and Top-Service Company" by the China Quality Organization.
- In December 2008, Manulife-Sinochem was named "Best Life Insurance Company" by Financial News.
- In November 2008, Manulife-Sinochem's "FENG YU NIAN NIAN" was named "Insurance Product of The Year" by CBN.
- In November 2008, Manulife-Sinochem received the "Outstanding Achievement Award" and "Best Global Business Award" from the Canada China Business Council.
- In September 2008, Manulife-Sinochem's SPUL product "HONG YUN REN SHENG" was named by Moneyweek as one of "China's Top Ten Insurance Financial Plans".
- In August 2008, Manulife-Sinochem's Par Annuity product "FENG YU NIAN NIAN" was named by Shanghai Evening Post as "The Most Popular Par Annuity Product".
- In June 2008, Manulife-Sinochem received the "Shanghai Outstanding Insurance Company (Social Responsibility Award)" by Jiefang Daily at the Third Shanghai Insurance Forum.
- In January 2008, Manulife-Sinochem was recognized by China's Financial List for its "Most Amazing Olympic Branding".
- In January 2008, Manulife-Sinochem was named by Hexun Financial List as the most trustworthy insurance company.
- In November 2007, Manulife-Sinochem announced it would be the official sponsor of the Chinese Taekwondo Team.
- In November 2007, Manulife-Sinochem was named by CBN Financial Branding List as a "Top Ten Insurance Company".

### **Strong Customer Focus: Unparalleled Service Delivered to Every Customer**

Manulife-Sinochem's staff and agents are dedicated to the pursuit of excellence in the delivery of quality customer service. Insurance products are carefully designed to meet consumer needs and advanced computer systems have been developed to facilitate efficient administration and effective client service.

In an increasingly competitive and sophisticated market, Manulife-Sinochem strongly believes that it is service that sets a company apart from its competitors. Its branch operations adopt from Shanghai the successful model it uses for agency administration, agency training, product development, customer services and information system development. This means that from day one of business the Company can offer our new customers services that are unparalleled in the industry.

### **Innovative Products: A Portfolio of Industry Firsts**

Manulife-Sinochem has packaged and introduced innovative financial products that respond to the specific needs of different customer groups. The scope of its business includes life insurance for both local citizens and foreigners.

Since opening, Manulife-Sinochem has developed more than 30 types of products and was among the first insurers in China to successfully launch group business.

- In July 2009, Manulife-Sinochem launched its Juvenile Par Annuity Product “FORTUNE BABY” with flexible management, a DIY individual annuity plan, guaranteed fixed annuity income and comprehensive care.
- In December 2008, Manulife-Sinochem launched the first family-oriented income protection product - “AN XIN”, which provides income in the event of cancer, accidental disability or death of the insured. As a rider, “AN XIN” is attachable to all existing base plans offered by Manulife-Sinochem.
- In June 2008, Manulife-Sinochem launched its Par Annuity product “FENG YU NIAN NIAN”. The new product is designed for China’s rapidly ageing population with a need for tailor-made annuity plans.
- In March 2008, Manulife-Sinochem launched its SPUL - Single Premium Unit-Linked Product “HONG YUN REN SHENG” as a rider. The new product is designed for clients who are seeking a good balance between investment returns and protection.
- In January 2008, Manulife-Sinochem launched the endowment product “JIN XIU REN SHEN” and its dread disease rider “AN KANG”. “JIN XIU REN SHEN” is an annuity plan that provides family protection. As a rider, “AN KANG” can provide compensation for hospital expenses.
- In August 2007, Manulife-Sinochem launched a new dread disease product, “Chang Bao Wu You” – Diamond Package. The product offers customers broad critical illness coverage as well as increased death benefit and both daily hospital income and daily hospital charges reimbursement for dread disease expenses.
- In March 2007, Manulife-Sinochem launched its group annuity business.
- In 2005, with the lifting of geographical and product restrictions for foreign insurers, the Company launched its group insurance business.
- In 2004, Manulife-Sinochem introduced its “first-to-market” “Increasing Protection Option (IPO)” product, an innovative, hassle-free way to increase the value of in-force insurance plans for consumers whose increased wealth was not reflected in plans purchased some years earlier.
- In 2003, Manulife-Sinochem launched a new insurance concept “One insurance policy for a whole family”.
- In 2001, Manulife-Sinochem launched the first generation SPUL - Single Premium Unit-Linked Product. As a rider, the product combines participating product and SPUL product benefits with protection and investment functions.
- In March 2000, Manulife-Sinochem brought participating products to China. The Company now has the most comprehensive participating products on the market, such as “LI CAI TONG”, “SMART BABY”, “SUNSHINE BABY”, “LIVELY BABY”, “QING SONG BAO”, “DUO ZI/DUO CAI”, “WAN SHI TONG” and “JIN XI LIAN LIAN”.
- In 1999, Manulife-Sinochem launched a new insurance product designed specifically for women, a new concept on the market. The company’s female product line is now in its third generation, providing comprehensive protection to modern women.

## **Strength in Our People**

Seeing things from the customer’s point of view is a key objective for Manulife-Sinochem. Accordingly, the Company has attached great importance to the recruitment, training and development of its management team, agency force and employees. For the past five years, Manulife-Sinochem has been recognized for its outstanding performance and commitment to professional development by the Life Office Management Association (LOMA) – one of the industry’s most recognized global associations.

In 2007, the Company's focus on leadership development was recognized when Manulife was named as one of the 'Top Company for Leaders' in the Greater China region in a study by FORTUNE magazine, Hewitt Associates and the consultancy firm the RBL Group.

Manulife Financial has committed a core group of experienced and skilled specialists from its operations in Canada, the U.S. and other Asian businesses that have helped to accelerate the development of Manulife-Sinochem over the past 13 years. Branch management teams also have a comprehensive understanding of Chinese culture and 20-plus years of insurance management experience – both locally and from overseas.

### **Technology Development: Providing Online Solutions**

While Manulife-Sinochem has been developing its e-business strategy in order to provide online solutions for its technically advanced customer-base, earlier this year it further enhanced Manutouch – an Intranet information center for agents. Manutouch provides support to the agency force in the form of up-to-date company, product, clients and industry information.

### **Social Responsibility: Contributing to the Community**

Manulife-Sinochem is committed to being socially responsible in the communities in which it does business. Over the past years, Manulife-Sinochem has contributed to various organizations working on behalf of worthwhile causes for the betterment of society, such as: poverty, cancer research, dread disease, improving the environment and children's education. And its corporate CSR project – "Social Commitment Day" has been well-known in the whole industry and even among the community.

- In 2008, Manulife-Sinochem held a formal ceremony to hand over a donation of funds amounting to RMB 4.5 million to reconstruct 5 special schools for disabled children in earthquake-devastated areas in Sichuan province, and announced the launch of a CSR program "Love Brings Dreams to Life", under which agents from more than 30 branches around the country sold plant seeds to clients to raise money to help more than 4,000 children in areas hit by the earthquake.
- In 2007, Manulife-Sinochem celebrated an "Olympic Smile" donation ceremony in Shanghai. The project established 100 libraries around the country, providing books to schools in deprived areas.
- In 2005, Manulife-Sinochem launched a CSR program called "Desire to Walk" through which volunteers sold recycling bags for charity to help disabled people buy wheelchairs.
- In 2004, Manulife-Sinochem raised RMB 200,000 to help the disabled through programs in Shanghai, Beijing and Guangzhou.
- Manulife-Sinochem participated in the "Terry Fox" charity run for cancer research for 7 years from 1999 to 2005, winning praise from the local community and recognition from the Canadian Consulate.

### **About Manulife Financial**

Manulife Financial is a leading Canadian-based financial services group serving millions of customers in 22 countries and territories worldwide. Operating as Manulife Financial in Canada and Asia, and primarily through John Hancock in the United States, the Company offers clients a diverse range of financial protection products and wealth management services through its extensive network of employees, agents and distribution partners. Funds under management by Manulife Financial and its subsidiaries were Cdn\$421 billion (US\$362 billion) as at June 30, 2009.

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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