

Two Industry Leaders Join Forces

The John Hancock & Vitality Partnership

At John Hancock, delivering innovative products and services that meet our customers' needs and provide real value are at the core of everything we do. It is what has enabled us to be an industry-leader for over 150 years, and help millions of customers protect their loved ones and secure their families' financial futures. And now, with the John Hancock and Vitality partnership, our commitment to serving our customers goes beyond traditional life insurance protection. In fact, our whole new approach inspires customers to make the right choices for their financial as well as their physical and emotional well-being.

"With Vitality, we are reinventing the consumer life insurance experience and changing the way people think about this critical component of their overall financial health. The John Hancock Vitality solution will make life insurance more relevant for consumers and reinvigorate the insurance industry."

— Michael Doughty, President
John Hancock Insurance

"Vitality and John Hancock share a commitment to improving the lives of our customers, and with more than 150 years of experience and a history of innovation, John Hancock is the perfect partner to help us bring this solution to the U.S."

— Alan Pollard, CEO
The Vitality Group

Our industry is an important one. Over 75 million American families rely on life insurance products for their financial and retirement security. However, according to LIMRA, individual life insurance ownership has been declining for 50 years¹. And while most people recognize that life insurance is important, far too few are taking the necessary steps to ensure that they are adequately covered. In fact, 50% of American households say they don't have enough coverage, but only 25% say they're likely to purchase a policy within the next year.² Whether this is due to competing priorities, the misperception about the affordability of life insurance (on average, Americans overestimate the cost by 3x), or other factors, it's clear that change is needed to ensure Americans get the insurance coverage they need to protect their loved ones and their financial futures.



At the same time life insurance ownership is trending downward, life expectancy in the U.S. is trending upward. And while this is generally great news, below the surface is the reality that people are living longer, but spending more years in poorer health. Chronic conditions are becoming more complex and prevalent. There is rising consumer demand for better support to lead healthier and wealthier lives. And with the latest technology advancements, people are taking a much more active role in their health, making it the perfect time to leverage these innovations to incentivize people to take a more active role in their finances as well. We identified the opportunity to reinvent the life insurance experience for our customers and create more engaging relationships by rewarding them for living a healthy life.

With this in mind, we partnered with a company that shares the same commitment to improving the lives of our customers. Vitality is a global leader in integrating wellness benefits with life insurance products and has an established



◀ The Vitality Group is a member of South Africa-based Discovery Limited, a leading international financial services organization. Vitality offers a global perspective by partnering with companies in the United Kingdom, Europe, South Africa, China, Singapore, Australia, and now the United States.

track-record of creating interactive, personalized and extremely successful wellness programs. Vitality’s online tools help millions of members identify and track their health and lifestyle goals and their Vitality Institute offers insightful resources and research on health and well-being. With more than 17 years of behavioral and actuarial science, Vitality knows what it takes to successfully integrate wellness programs with life insurance in ways that work. Their approach to wellness is based on proven scientific and behavioral economic theories: Rewarding people for improving their health incentivizes them to sustain changes to their lifestyle in the short and long term.

We think the potential long-term benefits of our exclusive John Hancock and Vitality partnership in the U.S. are significant and strategic. Giving people more control of their overall health and better insights into how to make improvements should help them change their behavior for the better. We are essentially offering incentives for policyholders to engage in a solution that traditionally has been a “buy it and forget it” type of product, in exchange for rewards and potential savings on their premiums that could ultimately help them in their efforts to live a longer and healthier life. No company in the U.S. has previously linked such significant rewards and savings on life insurance premiums with as comprehensive a solution as John Hancock is offering with Vitality today. We believe that this partnership not only redefines life insurance but also has the potential to reinvigorate the life insurance industry by providing products that are truly innovative, relevant and exciting for Americans looking for modern life insurance protection.

Brooks Tingle, Senior Vice President, Marketing & Strategy, John Hancock Insurance

1. *The Facts of Life and Annuities Update*, LIMRA, 2014, Page 3.
2. *Trillion Dollar Baby — Growing Up: The Sales Potential of the U.S. Underinsured Life Insurance Market*, LIMRA, 2011, Pages 4, 6.
3. LIMRA Press Release, *Consumers Overestimate Cost of Life Insurance By Nearly Three Times*, 4/25/2012.

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MLINY071615102