

## **For Immediate Release**

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### **Manulife China Bank Life Assurance Corp (MCBL) announces Richard Yap as new brand ambassador**

**Makati City, Philippines** – The Manulife China Bank Life Assurance Corporation (MCBL), a bancassurance joint venture between Manulife Philippines and China Banking Corporation (China Bank), is pleased to announce actor and businessman Richard Yap as its brand ambassador.

In his role, Richard will support MCBL's efforts and initiatives to raise awareness among its customers on how they can achieve their financial goals through MCBL's life and wealth solutions.

"We are very excited to welcome Richard Yap into the MCBL family," said MCBL CEO Robert Wyld. "As a respected actor, successful businessman, and devoted family man, he is the embodiment of many of our customers' aspirations. Manulife's relationship with Richard goes back to 1992, when he made his first investment with Manulife. As someone who started preparing for the future early in life, he is an example of someone who plans ahead and takes care of his finances to help make his personal aspirations and the dreams he has for his family come true."

Richard Yap became Manulife Philippines' brand ambassador 3 years ago and continues to be an active endorser of the brand. He took part in the ManulifeMOVE campaign when it was launched in the Philippines in January this year.

"As a long-time supporter of Manulife Philippines, both as a customer and as an ambassador, and recently, as a China Bank customer too, I am honoured to be the brand ambassador for MCBL," said Richard. "This is something I am proud to be part of because it can inspire Filipinos, especially China Bank customers, to prepare for the future they have always dreamed of."

The strategic alliance between Manulife Philippines and China Bank began in 2007, through the Manulife China Bank Life Assurance Corporation joint venture. MCBL provides China Bank customers with exclusive insurance and investment solutions to address their financial needs. In 2014, Manulife and China Bank renewed their partnership, with China Bank increasing their stake in the bancassurance company.



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### **About Manulife China Bank Life Assurance Corporation**

Manulife China Bank Life Assurance Corporation (MCBL) is a strategic alliance between Manulife Philippines and China Bank, providing a wide range of innovative insurance products and services to China Bank and China Bank Savings customers. The aim is to ensure that every client receives the best possible solution to meet his or her individual financial and insurance needs. In 2014, China Bank raised its equity stake to 40% in Manulife China Bank Life.

### **About Manulife Philippines**

The Manufacturers Life Insurance Company opened its doors for business in the Philippines in 1907. Since then, Manulife's Philippine Branch and later The Manufacturers Life Insurance Co. (Phils.), Inc. (Manulife Philippines) has grown to become one of the leading life insurance companies in the country. Manulife Philippines is a wholly-owned domestic subsidiary of Manulife Financial Corporation, among the world's largest life insurance companies by market capitalization.

### **About Manulife**

Manulife Financial Corporation is a leading international financial services group providing forward-thinking solutions to help people with their big financial decisions. We operate as John Hancock in the United States, and Manulife elsewhere. We provide financial advice, insurance and wealth and asset management solutions for individuals, groups and institutions. At the end of 2015, we had approximately 34,000 employees, 63,000 agents, and thousands of distribution partners, serving 20 million customers. At the end of December 2015, we had \$935 billion (US\$676 billion) in assets under management and administration, and in the previous 12 months we made more than \$24.6 billion in benefits, interest and other payments to our customers. Our principal operations are in Asia, Canada and the United States where we have served customers for more than 100 years. With our global headquarters in Toronto, Canada, we trade as 'MFC' on the Toronto, New York, and the Philippine stock exchanges and under '945' in Hong Kong. Follow Manulife on Twitter @ManulifeNews or visit [www.manulife.com](http://www.manulife.com) or [www.johnhancock.com](http://www.johnhancock.com).

### **About China Bank**

China Bank was established in 1920, was listed on the Philippine Stock Exchange in 1927, became the first bank in Southeast Asia to process deposit accounts on-line in 1969, the first Philippine bank to offer phone banking in 1988, and acquired its universal banking license in 1991. China Bank serves the banking needs of corporate, commercial, and retail markets and provides a wide range of banking services through its more than 350 branches and business centers, and over 600 ATMs nationwide, complemented by its internet and mobile banking alternative channels. With nine decades of enduring partnerships marked by quality service to its clients, China Bank remains to be one of the largest, most respected, trusted, and stable financial institutions in the country.

China Bank Savings (CBS), the retail banking arm of China Bank, was established in 2008. Its recent combination with Pampanga-based rural bank Unity Bank has resulted in a bigger and stronger banking franchise to serve the needs of retail customers. Following the merger with small and medium enterprise (SME)-oriented Planters Development Bank (Plantersbank), China Bank Savings will expand its network to over 160 branches nationwide, as it aims to grow as a profitable community-oriented institution serving the broader consumer and SME market.

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