

News Release

For Immediate Release

2 March 2020

Manulife Insurance Berhad launches new Manulife Business Academy to boost support to agents

Kuala Lumpur – Manulife Insurance Berhad (MIB) today launched its Manulife Business Academy (MBA) located at Centrepoin, Bandar Utama, Petaling Jaya.

MBA is the company's commitment to equip its agency force with holistic knowledge and skills to boost their productivity and professionalism. This ultimately benefits customers, while also propelling agents forward in their careers.

This institution of learning aims to be a hub for MIB's agency force to advance their skills and expertise in the life insurance and financial services business. MBA consists of four faculties of learning that encompasses a holistic coverage of the knowledge and skills needed by agency members to thrive in this business. The four faculties are: products and technical, sales and financial planning, leadership and agency management, as well as digital.

"This latest set-up in Manulife solidifies our commitment of providing high-quality training programmes for our agency members. Agents are the life blood of our industry and we recognise that the acceleration of our business highly depends on them."

"Our learning programmes are designed to benefit both our business and agents. Through our investment in career-long training, our agents will continue to help our customers make their financial decisions easier and their lives better," said MIB Chief Executive Officer, Lee Sang Hui, during the launch.

With MBA in place and together with MIB's team of trainers, the company looks forward to boosting its recruitment goals for the year, while progressing towards its bold ambition of becoming the most digital, customer-centric global company in the industry.

Photo: (From left) MIB Chief Agency Officer, Alex Tan and Chief Executive Officer, Sang Lee officiating the opening of Manulife Business Academy.



-END-

About Manulife Malaysia

Manulife Holdings Berhad is part of Canada-based Manulife Financial Corporation. Through its subsidiary companies, Manulife Malaysia offers an innovative range of financial protection, health and wealth management products and services to meet different customer needs. Manulife Malaysia currently serves the needs of over 270,000 policyholders and wealth management customers. Manulife Holdings Berhad has been listed on the Main Board of Bursa Malaysia since 1984. As at 31 December 2019, its assets under management were over RM11 billion. To learn more about Manulife Malaysia, visit: www.manulife.com.my.

About Manulife

Manulife Financial Corporation is a leading international financial services group that helps people make their decisions easier and lives better. With our global headquarters in Toronto, Canada, we operate as Manulife across our offices in Canada, Asia, and Europe, and primarily as John Hancock in the United States. We provide financial advice, insurance, and wealth and asset management solutions for individuals, groups and institutions. At the end of 2019, we had more than 35,000 employees, over 98,000 agents, and thousands of distribution partners, serving almost 30 million customers. As of December 31, 2019, we had \$1.2 trillion (US\$0.9 trillion) in assets under management and administration, and in the previous 12 months we made \$29.7 billion in 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. We trade as 'MFC' on the Toronto, New York, and the Philippine stock exchanges and under '945' in Hong Kong.



For more information, contact:

Asha Devi

Manager, Brand & Communications

Manulife Insurance Berhad

Contact: (603) - 2719 9228 Ext. 609732

Email: asha_devi@manulife.com