

News Release

For Immediate Release
25 September 2019

Signing Ceremony of Manulife Malaysia and Rise FinCom Advisory

Kuala Lumpur – Manulife Insurance Berhad held a signing ceremony to officiate its partnership with Rise FinCom Advisory (Rise Advisory) on 23 September 2019, Menara Manulife. This move is in tandem with the company’s aspiration to grow its number of agency partners and double the company’s market share by 2021.

Rise Advisory, founded in May 2019, aspires to provide comprehensive financial planning services through the advancement of technology and data which will be used to design simpler products that better serve people’s needs. All these, while providing a full range of financial services including training and building technology capabilities for agents’ ease-of-work and educating customers.

Inspired by the true-life medical cases, Rise Advisory aims to be the touchstone in shaping the insurance landscape through Critical Illness Fund (CIF). The goal is for every Malaysian to be fully prepared should the unforeseen happen.

Photo caption: Manulife Insurance Berhad partners with Rise FinCom Advisory on 23 Sept 2019. Seen here are Manulife Malaysia’s Chief Executive Officer (CEO) Lee Sang Hui (left) and Rise Fincom Advisory’s Chia Jee Kin.



Photo caption: Manulife Malaysia's Chief Executive Officer, Lee Sang Hui (2nd from left) and Chief Agency Officer, Alex Tan (right), flanked by Rise Fincom Advisory's Captain Chia (left) and Chia Jee Kin (3rd from left).



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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 260,000 policyholders and wealth management customers. Manulife Holdings Berhad has been listed on the Main Board of Bursa Malaysia since 1984. As at 30 June 2019, its assets under management were RM11 billion. Manulife Malaysia can be found on the Internet at 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. We operate primarily as John Hancock in the United States and Manulife elsewhere. We provide financial advice, insurance, as well as wealth and asset management solutions for individuals, groups and institutions. At the end of 2018, we had more than 34,000 employees, over 82,000 agents, and thousands of distribution partners, serving almost 28 million customers. As of June 30, 2019, we had over \$1.1 trillion (US\$877 billion) in assets under management and administration, and in the previous 12 months we made \$29.4 billion in payments to our customers. Our principal operations in Asia, Canada and the United States are 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.

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