



## THINK ABOUT YOUR FAMILY AS A COMPANY... WITH ASSETS TO

### THE MARKET

People trust John Hancock, one of the nation's signature brands, to help them meet key financial needs throughout their lives.

Whether it's accumulating and investing assets for college or retirement, using long-term care insurance to ensure that parents get the care they need without losing a lifetime of savings or protecting loved ones through life insurance, they know they can trust John Hancock.

Within John Hancock's broad insurance and investment management product portfolio, consumers can find the product they need and have the comfort of knowing that these products are backed by the company's long history of financial strength and stability.

As the U.S. division of Manulife Financial Corporation, a highly esteemed global enterprise based in Toronto, Ontario, John Hancock today is a key part of the world's fourth-largest, and North America's second-largest, life insurer (by market capitalization as of 12/31/05).

John Hancock is a market leader in its core U.S. insurance and wealth management businesses. It is a top-five provider of universal and variable life insurance and group and individual long-term care insurance; the number-one provider of 401(k) plans for small and mid-sized companies; a top-10 variable annuities provider, and a top-20 mutual funds provider.<sup>1</sup> John Hancock also offers college savings, fixed annuities, and medium-term, fixed-rate bonds.

Consumers have a wide choice in how to purchase John Hancock products, with access to them through one of the industry's deepest and most diversified distribution networks, including banks, wire houses, financial planners and advisors, independent insurance agents, and the company's career agency network.

"In the marketplace, distribution carries you, but a powerful brand also helps to significantly drive growth," says John Hancock chief executive officer John DesPrez. "By combining one of the strongest brands in American business with ongoing product

innovation and a powerful distribution network, we have generated significant and sustained business growth."

### ACHIEVEMENTS

Since completing its 2004 merger with John Hancock, Manulife Financial's stock price (NYSE: MFC) has risen steadily, outperforming the S&P 500 and the S&P Life/Health indices (as of 12/31/05).

John Hancock plays a vital role in Manulife Financial's growth plans; its key businesses —

variable annuities, mutual funds, 401(k)/group pension, and life insurance — all enjoyed strong sales in 2005.

### HISTORY

Founded as a mutual life insurer in Boston, Massachusetts, John Hancock received approval for its charter on April 21, 1862. Albert Murdock, the company's first agent, had the company's first policy written on his life on Christmas Eve day in 1862. Today the company serves millions of consumers globally.

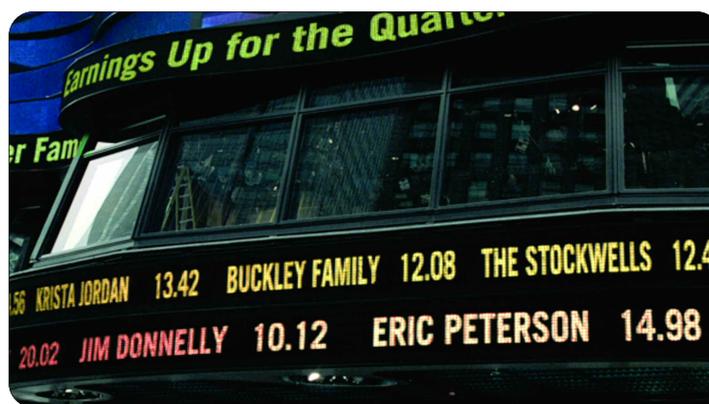
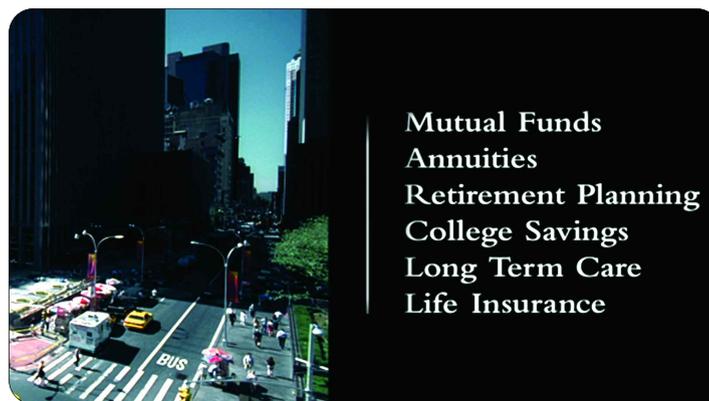
Converting from a mutual insurer to a stock company in January 2000, the company began doing business as John Hancock Financial Services and trading on the New York Stock Exchange. The John Hancock brand continued to build broader and broader consumer awareness through its association with and sponsorships of the Olympic Games, Major League Baseball, and the Boston Marathon.

In April 2004 Manulife Financial acquired John Hancock, adding to its leading global insurance franchise. Manulife Financial president and chief executive officer Dominic D'Alessandro called the merger "a unique strategic opportunity to combine two exceptionally strong companies into a single, integrated, global market leader."

### THE PRODUCT

**Annuities.** John Hancock Annuities provide innovative, simplified products for baby boomers as they focus on retirement income planning. Key features include asset allocation funds and a guaranteed minimum withdrawal variable annuity rider. These features, plus superior customer service and new distribution opportunities, have driven strong sales.

**Life Insurance.** John Hancock Life Insurance serves the needs of middle- and upper-income consumers, providing personal, estate, and business planning solutions with its comprehensive product portfolio, including universal, variable, whole, and term life insurance. John Hancock also sets itself apart with underwriting expertise, and an Advanced



Markets Group of attorneys, accountants, and consultants with extensive estate and business planning experience.

**Long Term Care Insurance.** As people live longer and longer today and nursing home and other long term care costs continue to rise, consumers are becoming more aware of this product category. An early leader in this area, John Hancock Long Term Care Insurance continues to lead the industry today and has the largest in-force market share (Retail & Group combined). John Hancock has specialized expertise in product design and pricing, underwriting, claims management, finance, and distribution.

**College Savings.** The John Hancock Freedom 529 college savings plan, with more than \$1.5 billion in assets, is the nation's top nonproprietary, broker-sold multimanager 529 plan, and the fifth largest nonproprietary broker-sold plan (all information as of 12/31/05).

#### RECENT DEVELOPMENTS

John Hancock Funds in 2005 announced one of the largest mutual fund adoption agreements in industry history. The company adopted eight funds of GMO (Grantham, Mayo, Van Otterloo), a highly regarded global institutional investment manager.

products for the accumulation and distribution stages, including college funding, retirement planning, and estate planning. We have the broadest range of financial solutions to meet consumers' pressing needs. Our company, with its heritage and trustworthy reputation, provides financial security for consumers."

#### BRAND VALUES

John Hancock has put a great consumer brand, a strong distribution network, and best-in-class products together, creating a superior combination that stands out from all other financial services organizations.

## PROTECT AND GROW... A FINANCIAL FUTURE TO BE MANAGED

**Mutual Funds.** John Hancock Funds offers an array of investment products to customers, including mutual funds, institutional services, privately managed accounts, 529 plans, and retirement accounts. Through financial intermediaries,



more than 1 million investors have entrusted John Hancock Funds with approximately \$50 billion.

**Retirement Plan Services.** John Hancock Retirement Plan Services manages more than \$36 billion in defined contribution assets and more than 33,000 plans for small and mid-sized U.S. companies. It has been the top full-service 401(k) choice of plan sponsors and professional advisors for three years.<sup>2</sup> John Hancock provides industry-leading products and services, including Lifestyle Funds, simplified retirement planning tools, and participant communications, as well as excellent customer service.

John Hancock Funds added Lifestyle portfolios, top rated by Morningstar,<sup>3</sup> to its lineup in 2005. Previously, these had only been available to John Hancock's variable annuity, variable life insurance, or 401(k) plan clients.

In late 2005, John Hancock unveiled its first advertising campaign since the merger with Manulife Financial. The campaign, a departure from John Hancock's previous commercials, focused on extending the company's already strong brand into the investment marketplace.

#### PROMOTION

John Hancock's new advertising campaign has two distinct targets: consumers looking to meet key financial needs and sales intermediaries who sell John Hancock products.

"For consumers, it's 'John Hancock can help me meet my financial needs, from protecting my family and assets today to managing my financial future tomorrow,'" said Donna Driscoll, senior vice president, John Hancock Brand Management and Corporate Communications. "For intermediaries, the message is 'John Hancock now provides more innovative investment solutions.'"

The spots, which have a contemporary approach and a new, upbeat tone, highlight the company's increased product breadth and emphasize the revitalized focus on investments, particularly through John Hancock's enhanced mutual funds strategy.

Ms. Driscoll said that whenever consumers or intermediaries are considering a product to meet a financial need, "We want them to automatically think 'John Hancock.'"

"Our deep portfolio covers consumers' financial needs at all stages of their life," she said. "We provide products for the protection stage, including life and long term care insurance, as well as

The John Hancock brand translates to:

- *Integrity—Our professionalism and strong ethical foundation result in the brand being held in the highest esteem.*
- *Expertise and ingenuity—We create solid products you can count on for the long term.*
- *Responsibility and dedication to consumers—Our focus is unsurpassed in the industry.*
- *Excellence—We are a leader in best-practice solutions and quality delivery.*

John Hancock, a name you know and trust; it's a brand with a signature you can count on.

<sup>1</sup> LIMRA (Universal Life, LTC Insurance); Tillinghast (Variable Life); Cerulli (JH RPS); VARDS (VA); and ICI (Mutual Funds). Rankings as of 09/30/05 YTD, except Group LTC Insurance, which is as of 12/31/2004.

<sup>2</sup> CFO Magazine's "Buyer's Guide to 401(k) Providers," April 2005, April and May 2004, and April 2003.

<sup>3</sup> Morningstar Ratings are as of 12/31/05 and are subject to change every month. The top 10 percent of funds in each category receive five stars; the next 22.5 percent, four stars; the middle 35 percent, three stars; the next 22.5 percent, two stars; and the bottom 10 percent, one star. The overall Rating is derived from a weighted average of performance figures with 3-, 5-, and 10-year (if applicable) rating metrics. Past performance is no guarantee of future results.

#### THINGS YOU DIDN'T KNOW ABOUT JOHN HANCOCK

- In 1999, the *New York Times* named John Hancock one of the "100 most powerful corporate, media, and product brands of the 20th century."
- A longtime product innovator, John Hancock in 1980 launched one of the industry's first variable, or investment-oriented, insurance products; seven years later it launched one of the first modern long-term care insurance policies.
- A strong community-oriented organization, John Hancock is credited with saving the historic Boston Marathon, one of the world's oldest marathons. Since 1985 John Hancock has been the race's major sponsor and each April attracts the world's elite marathoners to Boston.