

John Hancock®

the future is yours

THE MARKET

In up markets or down markets, in times of economic strength or economic turmoil, the John Hancock brand, as one of the nation's signature brands, is a name that people trust 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 help ensure that parents get the care they need without losing a lifetime of savings, helping protect loved ones through life insurance, or helping ensure they'll have the income they'll need during their retirement years, people know they can trust John Hancock.

Under the John Hancock brand are a number of divisions offering broad insurance, investments, and retirement product portfolios. Consumers can find the products they need and have the comfort of knowing that these products are backed by a 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 Financial Services today is a key part of the world's third-largest, and North America's largest, life insurer (by market capitalization as of 11/7/08).¹

John Hancock is a market leader in its core U.S. insurance and wealth management businesses. It is the top provider of life and group long-term care insurance, and a top-two provider of individual long-term care insurance; the number-one provider of 401(k) plans among banks, mutual fund companies, and insurers; a top-three variable annuities provider among independent distributors, and a top-20 mutual funds provider.² John Hancock also offers college savings, fixed annuities, and medium-term, fixed-rate bonds.

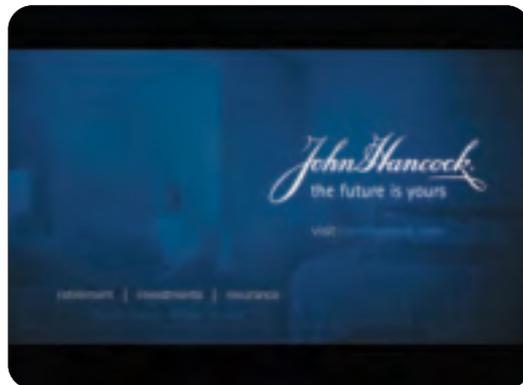
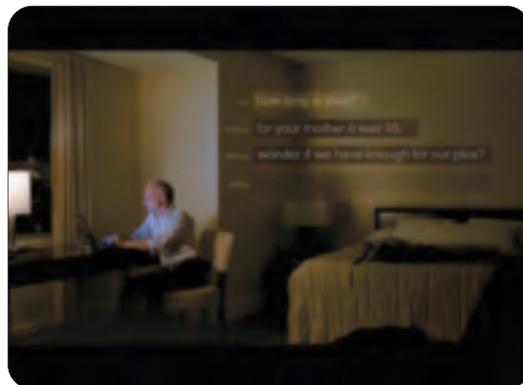
Consumers have access to John Hancock's wide range of protection, wealth, and retirement management products through one of the industry's deepest and most diversified distribution networks, including banks, financial planners and advisors, and independent insurance agents, and through the company's independent career network, John Hancock Financial Network.

"The future of John Hancock is built on four core pillars of growth: product innovation, powerful distribution capabilities, financial strength, and outstanding brand recognition," says Jim Gallagher, senior vice president, Communications, Government & Community Relations. "We are proud of having, protecting, and building on one of the strongest brands in American business."

ACHIEVEMENTS

For the quarter ending September 30, 2008, John Hancock contributed approximately 64 percent of Manulife's earnings, 62 percent of its premiums and deposits, and accounted for approximately 58 percent of its funds under management.

The operating insurance subsidiaries of Manulife Financial Corporation, including John Hancock Life Insurance Company and John



Hancock Life Insurance Company (USA), carry the highest — "AAA" — financial strength rating from Standard & Poor's Ratings Services as of November 6, 2008.³

HISTORY

Founded as a mutual life insurance company in Boston, Massachusetts, John Hancock Mutual Life Insurance Company 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 throughout the United States.

The company and brand grew, and in 1999 the *New York Times* named John Hancock one of the 100 most powerful corporate, media, and product brands of the 20th century.

Converting from a mutual insurer to a stock company in January 2000, the company began doing business as John Hancock Financial

Services Inc. and started trading on the New York Stock Exchange.

In April 2004, Manulife Financial Corporation acquired John Hancock Financial Services Inc., adding to its leading global insurance franchise. Manulife 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. The John Hancock variable and fixed annuity products provide innovative income solutions for baby boomers and all individuals focused on retirement planning. The annuities division has consistently been a leader in the industry because of its ability to create unique products that address fundamental retirement issues, such as market volatility and longevity risk. Key features and benefits of these products include diversified portfolio options from some of the most prominent names in the investment industry, and optional protection features that can provide lifetime income and help preserve a legacy. John Hancock's integrity, stability, and dependability are reflected in their prudent product design and investment approach, as well as their solid financial ratings.

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 and competitive product portfolio, including universal, variable, whole, and term life insurance. John Hancock also sets itself apart from its competitors with its progressive, flexible, and innovative underwriting. In addition, John Hancock has one of the industry's leading Advanced Markets Groups, comprising attorneys, accountants, and consultants with extensive estate and business planning experience.

Long-Term Care Insurance (LTC). As a pioneer in LTC insurance more than two decades ago, John Hancock continues to lead the industry today, having sold more policies through its group and individual LTC insurance product lines than any other LTC insurance carrier in 2007 (LIMRA, 2007). John Hancock's leadership in LTC insurance is built on a reputation for offering innovative, affordable products, backed by superior financial strength and stability, and a commitment to providing policyholders with a strong support system and high-quality service at the time of claim.

Mutual Funds. John Hancock Funds offers an array of investment products, including mutual

funds, institutional services, privately managed accounts, portfolio offerings for state-sponsored 529 plans, and retirement accounts to customers. Through financial intermediaries, more than 1 million investors have entrusted John Hancock Funds with more than \$50 billion in assets.

Retirement Plan Services. John Hancock Retirement Plan Services manages more than \$51 billion in defined contribution assets and more than 42,000 plans for U.S. companies.⁴ It is the largest provider of 401(k) plans across all plan sizes among life insurance companies, mutual fund companies, and banks.⁵

College Savings. John Hancock Freedom 529, with nearly \$2 billion in assets under management, is one of the nation's top broker-sold multimanager 529 plans, offering diversification, flexibility, and choice to parents and grandparents looking to save for college.⁶

John Hancock Financial Network. John Hancock Financial Network is a national network of independent career firms with over 1,800 financial professionals across the United States. JHFN is a financial services leader with the stability and scale to offer an innovative business model that gives affiliated financial professionals a range of resources and products to meet the diverse needs of its clients and the power to build unique businesses based on their own vision and market opportunity.

RECENT DEVELOPMENTS

In April 2008 John Hancock launched a new advertising campaign, "Cursor," which supports the brand platform, "the future is yours". The new ad campaign addresses the concerns consumers have about their financial future and lets them know that John Hancock understands the difficulties in facing their financial future and has the products that can help them do it with confidence.

John Hancock was the number-one seller of individual life insurance (by annualized premium) in 2007, according to a survey of more than 70 major life insurers by LIMRA International (LIMRA).

Since 2005, John Hancock Funds has launched 33 new funds, representing the highest number of new fund launches within the nonproprietary channel over this span and underscoring the company's commitment to growth.

PROMOTION

John Hancock's timely "Cursor" campaign responds to the state of the economy today. Fear and anxiety are more common now, and the optimistic and hopeful messaging of John Hancock's previous campaign needed to shift and speak to the uncertainty consumers are now feeling.

Research indicates that many consumers today are anxious, frustrated, and more concerned about their future than were the members of previous generations. Many consumers are concerned that they won't have enough money to retire, and instead of taking any action, many of them feel paralyzed. Consumers also want to be told the truth. They want messaging that isn't fear-based but that shows them that the company realizes their



concerns. This environment provided an opportunity for John Hancock to position itself as the company that can help consumers face their financial future with a sense of confidence. The economy is facing uncertain times, but John Hancock is a brand built on the foundation of trust and has the products to help consumers feel more confident about their financial future.

The campaign, which targets consumers and intermediaries, builds awareness around John Hancock's breadth of insurance, investment, and retirement products. The campaign aims to combine the truth, trust, humanity, and realism that have become John Hancock's advertising legacy, with contemporary settings and stories that resonate with today's consumers. "As we thought about the next campaign in support of our 'the future is yours' brand platform, we wanted to leverage the legacy of truth and authenticity of our past advertising in a way that's current," says Jim Bacharach, vice president of John Hancock Advertising & Creative Services.

The "Cursor" campaign breaks through the clutter by featuring electronic conversations between family and friends regarding real concerns they have about their financial future. The ads feature no dialogue or music, just ambient sounds and the clicking of keyboards as the ads' subjects exchange messages. The spots focus on the human and personal aspects featured in past John Hancock campaigns but do so in a contemporary manner. Today conversations that may have taken place in person before are now often conducted via instant messaging or email on a computer or portable device, and often late at night or on the go, given today's lifestyles.

The integrated campaign has a presence on television, in print, and online. "The John Hancock brand, and our brand platform, 'the future is yours', offers us a tremendous base on which to build our advertising," says Bacharach. "We want consumers to see John Hancock as the brand that provides confidence."

BRAND VALUES

John Hancock has put a strong distribution network, industry-leading products, financial discipline, and a great brand together, creating a superior combination that stands out from all other financial services organizations. John Hancock's values are based on PRIDE:

"Professionalism. We will be recognized as having professional standards. Our employees and agents will possess superior knowledge and skill for the benefit of our customers.

"Real Value to Our Customers. We are here to satisfy our customers. By providing the highest quality products, services, advice, and sustainable value, we will ensure our customers receive excellent solutions to meet their individual needs.

"Integrity. The highest levels of honesty and fairness characterize all of our dealings. We develop trust by maintaining the highest ethical practices.

"Demonstrated Financial Strength. Our customers depend on us to be here in the future to meet our financial promises. We earn this faith by maintaining uncompromised claims paying ability, a healthy earnings stream, and superior investment performance results, consistent with a prudent investment management philosophy.

"Employer of Choice. Our employees will determine our future success. In order to attract and retain the best and brightest employees, we will invest in the development of our human resources and reward superior performance."

¹ Thomson Reuters. ² Source: LIMRA (Life, LTC Insurance); *CFO* magazine, 401(k) Buyers Guide, most recent publication May 2008 (JH RPS); VARDS (VA); and ICI (Mutual Funds). Rankings as of 12/31/07 YTD, except JH RPS, which is as of May 2008. ³ Standard & Poor's, AAA (1st category of 21) — Extremely strong financial security characteristics. Financial strength ratings, which are current as of November 6, 2008, and subject to change, apply to the respective issuing company as a measure of the company's claims-paying ability but not specifically to its products, the performance of these products, the value of any investment in these products upon withdrawal or to the individual securities held in any portfolio. ⁴ As of June 2008. ⁵ 2008 *CFO* magazine 401(k) Buyers Guide data. ⁶ AUM as of 9/30/08. John Hancock Freedom 529 is a college savings plan offered by the Education Trust of Alaska, managed by T. Rowe Price, and distributed by John Hancock Distributors LLC, Member FINRA and is listed with the Municipal Securities Rules Making Board (MSRB), through other broker/dealers that have a selling agreement with John Hancock Distributors LLC.

THINGS YOU DIDN'T KNOW ABOUT JOHN HANCOCK

- A strong community-oriented organization, John Hancock has been the presenting sponsor for the Boston Marathon since 1985. It has also formed a partnership with the Boston Red Sox and Fenway, demonstrating its solid community commitment.
- John Hancock's commitment to the environment is on display at 601 Congress Street. The company has a 1,000-square-foot rooftop garden and high-efficiency mechanical system that reduces heating and cooling energy consumption by as much as 6 percent annually. The company headquarters won the American Institute of Architects' Building Award of Excellence and received the EPA Energy Star.