

# Our Impact in Canada 2024

Through our <u>Impact Agenda</u>, we're staying true to our mission and creating a better tomorrow for our business, our communities, and the planet.

Through three interconnected pillars that outline the social and environmental areas where we have the greatest ability to effect change, our Impact Agenda serves as a lens to guide our business decisions and community impact.

# Our Impact Agenda pillars



Empowering sustained health and wellbeing to support the journey towards a better life.



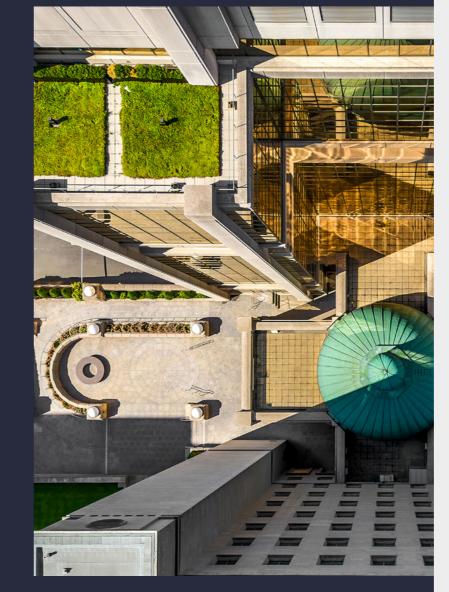
Driving inclusive economic opportunities to create a more even playing field for underserved and underrepresented communities.



Accelerating a sustainable future to restore and preserve the planet we all share.

Grounded in the principles of longevity, at Manulife, our Impact Agenda is an always-on commitment to drive better outcomes for our customers, our communities, and the planet. We believe collective action can accelerate change and, by collaborating with like-minded partners, we know we can make a meaningful impact.

Together, we can build a better world.



# A Community of *Caring*

\$30M

in total community investment globally

19,600

hours volunteered by colleagues in Canada

1,434

**charity and non-profit organizations** supported across Canada

\$3.7M

contributed to charitable and non-profit organizations by our colleagues in Canada donating \$2M and an additional \$1.7M donated through Manulife's matching program



# Empowering *sustained health* and *well-being*

Through our <u>community partnerships</u> and our products, we aim to support the journey towards a better life.

Look for the green arrows to see some of our customer solutions and exclusive products

#### Partners in health

Cleveland Clinic Canada came on board as our Medical Director in 2023. Since then, they've helped us fine-tune our products and services while helping our more than 5 million group benefits customers manage their health issues and navigate the health care system.



"It's good to see that the first priority should be exercise, the second is whole foods, and the third is good work-life balance. Manulife is encouraging and providing the basic *inspiration for human life.*" —Salilgh, GB Health App user

# +5 million

**Group Benefits customers** 

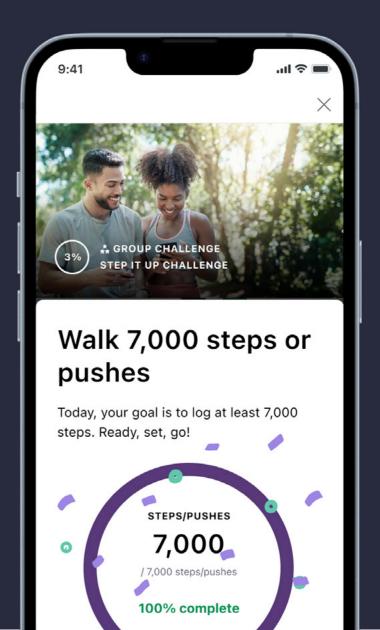
## Manulife Group Benefits

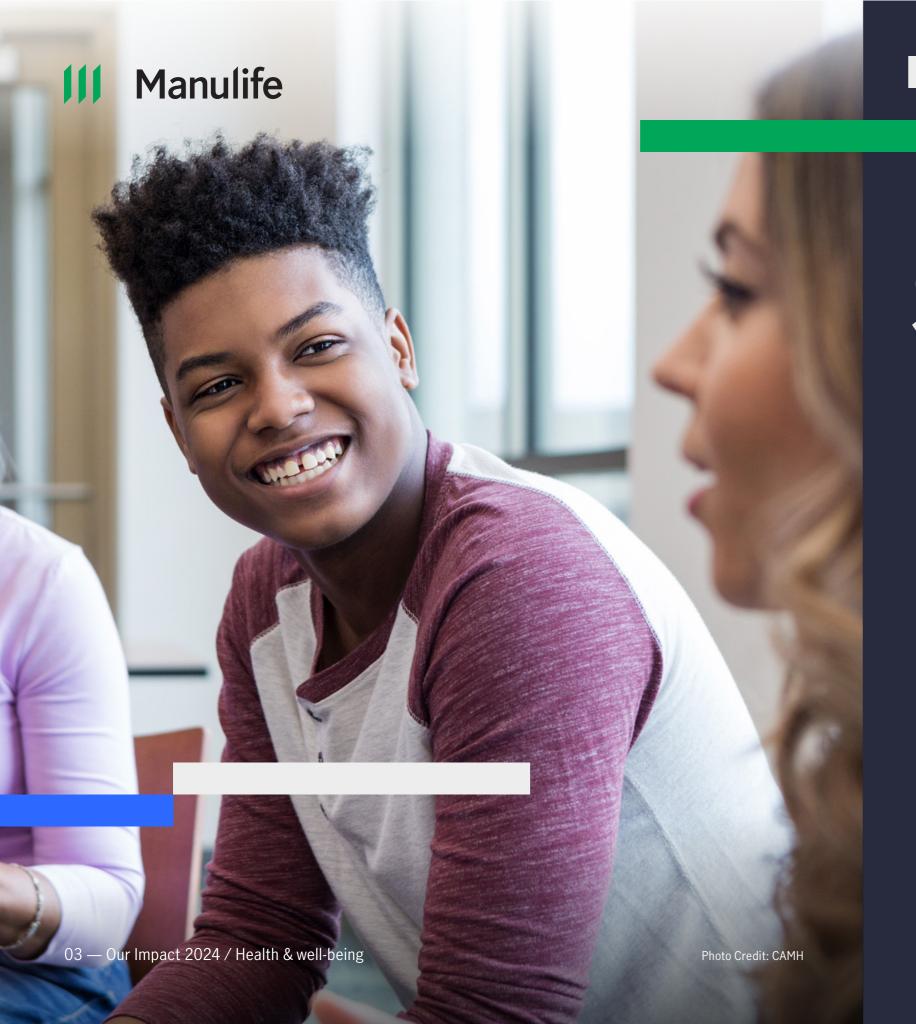
The Manulife Mobile App is making it easier for customers to access their coverage and easily submit claims; it also provides educational programs that help customers understand their benefits and balances, and a live chat feature that connects them with agents.

For the first time, the app also allowed its plan members to earn Aeroplan® points by completing health challenges. More than 85% of plan members engaged with the health feature, and the September 2024 challenge alone saw a 600-step uptick in steps for members who previously averaged < 7k daily steps.

Click here to learn more.

 $\ensuremath{\mathbb{R}}$  Aeroplan is a registered trademark of Aeroplan Inc., used under licence.





# \$1 Million to support the CAMH womenmind initiative

# Centre for Addiction and Mental Health (CAMH)

Our partnership focuses on funding cutting-edge research performed by The Women's Health Research Cluster (WHRC), a part of <u>CAMH's womenmind™ initiative</u>. Manulife has invested \$1M to support the CAMH womenmind™ initiative, which tackles gender disparities in mental health.

## The Douglas Foundation

We helped expand the Minds@Work program, which supports young adults living with mental illness in finding, pursuing and maintaining their career pathways. Our funding also supports the program in expanding its offering to Indigenous communities in partnership with lvirtivik Centre South. 85% of program participants reported that they have greater or equal confidence in their abilities to remain at work.

# St. Mary's General Hospital Foundation

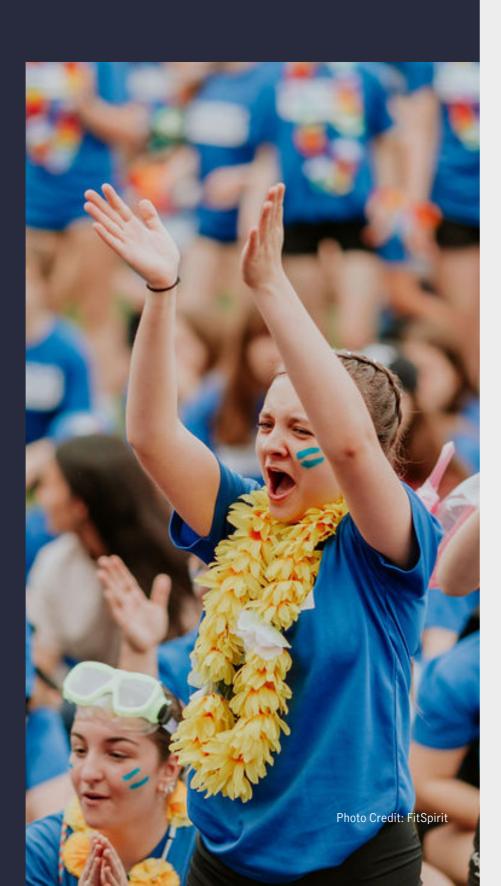
The <u>PREVENT Clinic</u>, powered by Manulife, is a multidisciplinary program aimed at preventing heart disease by identifying and modifying risk factors before they become problematic. It's expected to serve over 2,000 patients in its initial launch stage.

# FitSpirit

We support FitSpirit's mission to help teenage girls live more physically active lives through extra-curricular multi-sport teams offered in high schools across Quebec. Our partnership focuses on programming with First Nations, making sport and physical activity more accessible to Indigenous girls aged between 12 and 17 years old. In addition, as the presenting sponsor of the FitSpirit Celebrations, we help the organization bring together over 7,000 teenage girls across five cities in Quebec to discover different sports and physical activities.

# Community Food Centres Canada

With a network of more than 400 community food organizations from coast to coast to coast, <u>Community Food Centres Canada</u> resources and strengthens the community food sector and mobilizes for change. Our support focuses on Food Fit, which supports people who are experiencing barriers to healthy eating and physical activity. 72% of participants reported improvement in their mental health (e.g., mood, level of happiness), and 64% improved their physical health (e.g., strength, fitness level, energy level).



# **对 Manulife** *Vitality*

Available on select individual insurance products in Canada, Manulife *Vitality* is a health and wellness program that rewards members for making healthier decisions. In 2024, we made several enhancements to increase engagement and bring better health to even more Canadians:

Launched a new
Guaranteed Issue
product with Vitality
GO, bringing wellness to
more new customers.

Added gamification components to the program in Quebec to help keep members motivated, active and engaged.

**Introduced points** for managing diabetes and pre-diabetes.

Added discounts on fitness gear, wearables and fitness club memberships.



of Vitality members lowered elevated cholesterol to the recommended range by the next year.



of Vitality members improved an out-of-range Body Mass Index (BMI) to the recommended range by the next year.



of Vitality members with elevated blood pressure in one year returned to the recommended range by the next year.



of Vitality members reduced elevated glucose to the recommended range by the next year.

Click <u>here</u> to learn more.

\*This data represents any two consecutive years of Vitality Health Check's in the period from September 2016 to November 2024.

# Driving inclusive economic opportunities

Through education and mentoring, we can encourage positive financial behaviours that support financial resilience and security to create a more even playing field.

## Manulife's Financial Resilience and Longevity Report

For the past four years, we've conducted an annual survey to help us understand how people feel about their finances and their ability to fund and enjoy their retirements.

These insights help our retirement plan sponsors, financial intermediaries and retirement plan providers give plan members the tools to build financial resilience so they can thrive today and throughout their lives.

Click here to learn more.

\$86 students over the passeven years

# Manulife Life Lessons Scholarship Program

This program provides financial support to students who have lost a parent or legal guardian with little or no life insurance. These \$10,000 scholarships help cover the cost of post-secondary education at a critical time in these students' lives. Now in its seventh year, this Manulife program has awarded more than \$860,000 in post-secondary funding to 86 Canadian students.

Click here to learn more.



"I can't even begin to describe how life changing this scholarship is. It has given me the ability to challenge, to dream bigger and it's much more than a financial reward." 

—Hadi K., 2024 Scholarship Achiever

05 — Our Impact 2024 / Economic opportunity

#### Al4Good Lab

Al4Good Lab helps bring hands-on education and mentorship in machine learning to women and gender-diverse people, encouraging meaningful representation for people pursuing education and careers in Al. Participants report a 4.8 out of 5 rating when asked about inclusion and belonging during the program. This is a key metric for measuring the impact of a program which seeks to make the culture in tech/Al more inclusive and address the gender disparity in the industry.



"This was one of the most challenging and fulfilling experiences I've had so far. Getting introduced to the space of Tech, Research and Machine Learning was something I wouldn't miss for anything. The networks I have now are something I will use for a lifetime." —Emem E., Toronto Cohort Al4Good Lab

## Windmill Microlending

We supported <u>Windmill Microlending</u> in offering affordable loans to newcomers to Canada eager to restart their careers in finance or healthcare. On average, Windmill Microlending clients see a threefold increase in income and a 75% drop in unemployment upon repayment of a Windmill loan. Thirteen individuals received loans of up to \$15,000 to support education costs as well as Canadian licensing or training required to work in their field.

## Anishnabeg Outreach

We partnered with Anishnabeg Outreach to establish an Indigenous Farm Training Program to empower Indigenous people with the knowledge, skills and resources needed to become successful farmers. Manulife colleagues volunteered their time harvesting crops and preparing food bundles, contributing 8,000 hours to AO's total of over 2,000 volunteers to help elevate the program's goals of advancing reconciliation through hands-on participation.

# It's About Time Member Engagement Program

This personalized program helps our retirement plan participants in Canada access unbiased, non-product-specific educational materials. The program covers not just retirement but also navigating the health care system, saving for children's education and investing. In 2024, we expanded the program to bring it to more people, including non-customers. Every single quarter, this program reaches almost 1 million members.



# Smart\$ense

It's never too early to teach kids about money and help them build financial knowledge. That's why we created an age-appropriate resource that helps kids aged 6 to 18 years learn financial basics.

Every year, thousands of children and teens benefit from this program and build the foundation for positive money habits and financial empowerment.

Click here to learn more.

# Manulife Bank

In 2024, we continued to improve customer and advisor experience, systematically addressing pain points, and eliminating 32 irritants. We introduced 192 new digital features last year, which is a 79% increase from the previous year. These include:

A Mobile Live Chat which allows customers to get help instantly through our app.

A mobile wallet feature where customers can easily save and use their access cards.

A digital (end-to-end) sales application for Advantage Accounts that allows both advisors & customers to apply for bank deposit products in a fully digital setting.

Click <u>here</u> to learn more.



# Accelerating a sustainable future

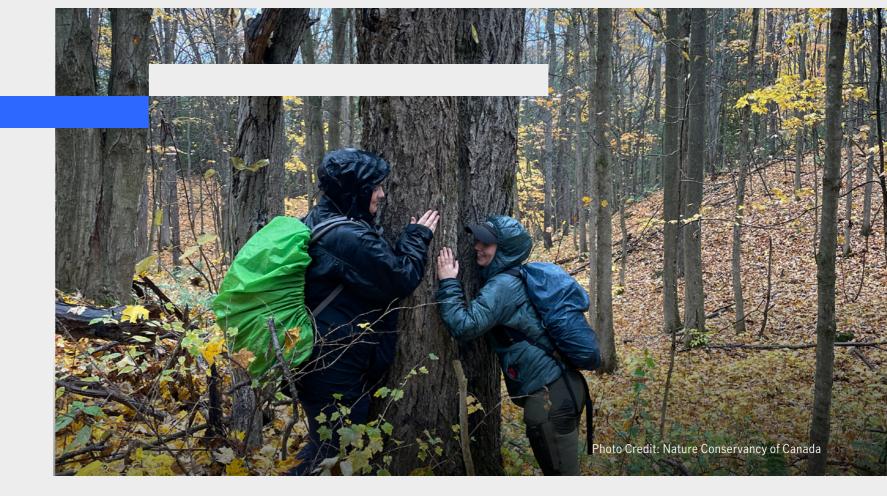
Everyone has a part to play in building a sustainable future, because everyone has a stake in that future; we're helping to preserve the planet we all share.

#### **Climate Action**

Since releasing our <u>Climate Action Plan</u> in 2021, we have made significant progress. Our Climate Action Implementation Plan Report details our approach to implementing decarbonization efforts across our operations, our General Account investments and our products and services. It also outlines specific steps we are taking to achieve our targets.

#### Concordia University

Through our partnership with the University, we fund the Manulife Sustainable Investment Practicum, which aims to become the national leader in the delivery of sustainable finance training for students and practitioners. The Practicum provides undergraduate business students with hands-on experience in managing a \$4-million virtual equity portfolio that integrates environmental, social and governance factors into its investment strategy.



## Manulife's Sustainabilities Program

Our Sustainabilities program guides both young minds and adults through the essentials of sustainable investing, empowering them to make informed financial choices while also making a positive contribution to our world. Since its launch, over 31,000 people in Canada have taken this course.

Click <u>here</u> to learn more.

#### Nature Conservancy of Canada (NCC)

NCC is Canada's leading national land conservation organization. In 2024, Manulife partnered with them to expand an innovative technology that predicts the distribution of species in areas of conservation interest, helping NCC and landowners make evidence-based conservation decisions.

In addition, we host the NCC's webinar series Investing in Nature on our internal educational channel. 1,500 species have been tracked through the distribution modelling framework.

#### Clean Foundation

<u>Clean Foundation</u> brings specialized teams together to work on complex problems, delivering many climate action and capacity building projects and initiatives around Nova Scotia, PEI and the Atlantic region. The Energy Advisor Internship program helps underserved and underrepresented Nova Scotians to become fully employed Natural Resources Canada Registered Energy Advisors, non-profit employees, and government workers in the energy field.

Throughout 2024, 8 people were hired as Energy Advisors, non-profit employees, and government workers in the energy field. This not only helped create positive change in the environment, but also in the lives of the people trained.

#### The Bentway

Anchored under the Gardiner Expressway in Toronto, The Bentway builds new forms of green space for Toronto's growing population, connecting urban-dwellers to each other and to their city. We helped The Bentway chart a course for expansion to improve the health, well-being and quality of life of 200,000 urban residents, all while setting a leading international model for hybrid infrastructure.



Photo Credit: The Bentway, Nic Lehoux

Grounded in the principles of longevity, at Manulife, better means longer, healthier lives for our customers and our planet. We believe collective action can accelerate change, and by collaborating with like-minded partners, we know we can drive meaningful impact. Together, we can build a better world. To learn more, visit our <u>community investment page</u> here.

09 — Our Impact 2024 / Sustainable future