



Manulife



Manulife *Vitality* How To Video: Points

[Super “Welcome to Manulife *Vitality* Stories!” slides in from top of frame]

Welcome to Manulife *Vitality* Stories!

[Main character Ed appears on screen thinking]

Once upon a time, Ed wondered how he could earn Vitality Points™.

[Super “Chapter 1: What are Vitality Points™?” appears]

The first chapter in Ed’s story was to find out what they are.

[Super of list appears]

It’s simple: You can earn Vitality Points through healthy activities. And those points can turn into valuable rewards.

[Super “Chapter 2: What are those rewards?” appears]

What are those rewards? That’s what Ed found out in Chapter 2!

[Ed appears holding mobile phone and shows Vitality wheel and logos for: Amazon.ca, Tim Hortons, Starbucks, Hudson’s Bay, Walmart and Winners]

If you reach your weekly points target through steps or workouts, you can spin the Vitality Wheel for a chance to earn gift cards from popular brands.

But you can earn even more rewards by improving your Vitality Status.

[Super “Chapter 3: Points and your Vitality Status™” appears]

And that led Ed smoothly into Chapter 3!

[Cut to scene of Ed sitting in a chair]

[Super “Manulife *Vitality* Go” appears as an overlay]



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Status works a little differently for the two Manulife Vitality options. You can have Vitality Go at no cost with your insurance policy, which gives you valuable discounts and you can earn Vitality Wheel spins with your points.

[Super “Manulife Vitality Plus” appears as an overlay]

[Cut to scene of Ed sitting on gold coins with a Super overlay reading “Points + More points = Higher status” & “Higher status = More rewards”]

But Ed is a Vitality Plus member. For a few bucks a month, that means points earn spins, but also add up to more rewards when he increases his Vitality Status!

[Cut to scene of silver trophy and a super overlay that reads “Insurance savings* Increased”]

Rise to Silver Status and save on insurance, increase your discounts on many popular brands, plus unlock Expedia savings!

[Overlay of super reading “Increased discounts” and HelloFresh Logo which transitions into super reading “Unlock savings” with Expedia logo]

And all those savings increase even more as you rise to Gold and Platinum Status.

[Cut to scene with Ed thinking]

[Super “Chapter 4: How many points for that?” appears]

But now Ed was thinking: “This is amazing, but how do I get these points?” So he cracked open Chapter 4!

[Cut to scene with Ed showing his mobile device with a scrolling list of activities and the number of points they earn per year]

Manulife Vitality isn’t just about workouts and steps. There are so many ways to earn Vitality Points. Just look at them all!

[Scrolling list appears on Eds mobile device that reads:

Vitality Points™ per year, 500 points: Vitality Health Review (VHR), 900 points: Sleeping 7-9 consecutive hours, 1,000 points: Non-smoker declaration, 4,500 points: Vitality Check, 1,000 points: Preventative health checks, 700 points: Online education, 1,040 points: Weekly goals check-in, 100



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points: Certification (first-aid and CPR training) , 6,000 points: Physical activity, 1,500 points: Athletic events, 500 points: Meditation (HealthyMind™), 400 points: COVID-19 vaccination, + bonus points Vitality Wheel™ and Vitality Squares™]

By the way, here's a hot tip: make sure to open the app at least once a week, so you don't miss out on syncing your points. Those points will be ready for you within 48 hours of earning them.

[Cut to scene of Ed climbing a mountain]

[Super "10,000 steps or 30-minute workout* = 20 Vitality Points™ " appears as an overlay and transitions to read "15,000 steps, 45-minute workout* or 300 Active Calories burned** = 30 Vitality Points"]

And in case you and Ed were still wondering about those steps and workouts, you can earn up to 30 points per day for those!

[Cut to scene of Ed holding a large coin]

All that can add up to 18,000 points per year!

[Cut to scene of Ed standing with a big smile]

Ed knew that meant he'd live happily ever after, with piles of points and rewards! Hopefully you can, too!

[More how-to videos from the series appear]

Want to check out more Manulife Vitality "how-to" stories? Click on one of the other videos you see here, then you could live happily ever after!

[Legalese]

* Initial payment does not include applicable taxes or upgrades which may include cellular models. Tax on initial payment is based on retail value of Apple Watch. Apple Watch Ultra 2, Apple Watch Series 9, and Apple Watch SE require iPhone Xs or later with iOS 17 or later. Wireless service plan required for cellular service. Apple Watch and iPhone service provider must be the same. The full value of the Apple Watch SE is \$329, which is comprised of monthly payments of \$13.70 per month over 24 months. The full value of the Apple Watch Series 9 is \$549, comprised of an initial payment of \$97 plus tax, then monthly payments of \$18.50 per month over 24 months. The full value of the Apple Watch Ultra 2 is \$1,099, comprised of an initial payment of \$647 plus tax, then monthly payments of \$18.50 per month over 24 months. Each monthly payment can be reduced to as little as \$0 depending on how many Vitality Points you earn. Apple Watch SE can be upgraded to Apple Watch Series 9 for an additional \$97. Apple is not a participant in or sponsor of this promotion. Apple Watch is a registered trademark of Apple Inc. All rights reserved.

Members who have reached Platinum Status and complete your Vitality Health Review (VHR) for three consecutive years are automatically eligible to receive an Amazon gift code in an amount equivalent to the current cost of a one-year Prime membership as of January 1, 2024. Cost of tax not included.



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[Cut to end frame with Manulife logo and legal disclaimer]

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