



Manulife



Manulife *Vitality* How To Video: Program Overview

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

Welcome to Manulife *Vitality* Stories!

[Main character Vivian appears on screen sitting at her window wondering]

Once upon a time, Vivian wondered, “What is Manulife *Vitality*, anyway?” So she jumped right into Chapter 1.

[Super “Chapter 1: The Manulife *Vitality* origin story” appears]

[Cut to scene with Vivian standing and smiling in frame]

So many Canadians – including Vivian – felt like life insurance was just one of those things you kinda have to have. Where’s the fun in that?

[Super of ways to make insurance fun appears, listing insurance savings, discounts on popular brands and rewards for healthy living]

So why not make it fun? Why not transform it into a way for Canadians to save on their insurance, earn discounts on popular brands and live better, healthier lives?

[Cut to Vivian holding a tablet displaying the Manulife *Vitality* website, Manulife logo and Vitality logo slide into screen]

That’s why Manulife brought Vitality to life insurance.

[Cut to scene of Vivian excited and smiling]

You caught that bit about saving on insurance, right? Vivian sure did – and she learned about it in Chapter 2!

[Super “Chapter 2: Insurance savings” appears]

[Cut to scene of Vivian pointing to a poster that reads “Save 10% in your first year”]



Manulife



[Overlay of supers reading “Family Term with *Vitality Plus*” & “Manulife UL with *Vitality Plus*” appear]

It’s totally true: if you have Family Term with *Vitality Plus* or Manulife UL with *Vitality Plus*, you can save on the cost of your insurance. You’ll save 10% in your first year, and you can earn even more savings in later years. But, Vivian wondered, *how?*

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

To answer that, let’s move on to Chapter 3.

[Cut to various scenes of Vivian playing basketball, sleeping, Vivan’s mobile phone with vaccination verification, Vivian in the dentist’s chair, and Vivian completing her Vitality Health Review on a desktop computer]

Members like Vivian can earn Vitality Points through workouts, steps, sleep quality, vaccinations, dental checkups, completing health reviews – there are just so many ways!

[Cut to scene with Vivian looking at her wearable device]

Those physical activities can be recorded with most wearable devices, like Apple Watch, Garmin and Fitbit, so you can easily get points.

[Cut to scene of silver, gold, and platinum trophies being filled with coins]

[Supers reading “Silver Status: 2%” “Gold Status: 10%” Platinum Status 15%” appear above trophies]

And as your points increase, so does your Vitality Status and your insurance savings.

[Super “Chapter 4: Savings on popular brands” appears]

Vivian also clocked that bit about savings on popular brands.

[Cut to scene of Vivian sitting with her arms up in excitement on her computer]

[Logos for: Tim Hortons, HelloFresh, Amazon, Expedia, and Walmart appear]

In Chapter 4, she got a taste of what she (and you!) can get...



Manulife



[Cut to scene of desktop computer with Apple Watch and text that reads “Apple Watch from \$0**”]

Check them out!

[Desktop screen transitions to scrolling list of various savings on popular brands reading: “Apple Watch from \$0*, Free or discounted Garmin or Fitbit products**, Expedia™ savings*, Orangetheory Fitness savings, HelloFresh savings*, Amazon gift card*, GoodLife Fitness savings*, Les Mills On Demand free trial and special rates, Free ExamOne® health screening*. Gift cards from... Tim Hortons, Walmart, Starbucks, Winners, Cineplex Hudson’s Bay”]

Here’s a hot tip! You can work your monthly payments for Apple Watch down to \$0 per month by earning points through workouts and steps.

[Super “Chapter 5: Happily ever after” appears]

[Cut to scene of Vivian with her hands up in excitement and coins filling the frame]

As we close with Chapter 5, Vivian knew with all those savings and rewards – not to mention the health benefits – she’d live happily ever after.

[More videos from the how-to 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.

You must redeem your Amazon gift code and agree to the Amazon Prime Terms and Conditions to qualify for Amazon Prime membership. Your Amazon gift code can be applied towards the payment of your Amazon Prime membership or other Amazon.ca purchases. If, at the time of renewal, the balance remaining on your gift-code does not cover the cost of your Prime membership, your credit card will be charged the remaining balance.

Expedia is not a participant in or sponsor of this promotion. Expedia and the Airplane Logo are either registered trademarks or trademarks of Expedia, Inc. in the United States and/or other countries. All other trademarks are the property of their respective owners.

GoodLife Fitness® and GoodLife Fitness are trademarks or registered trademarks and are used under license.



Manulife



ExamOne is a registered trademark of Quest Diagnostics.

Fitbit, Fitbit Inspire 3 and the Fitbit logo are trademarks or registered trademarks of Fitbit in the U.S. and other countries.

One offer per household for new customers only. You'll receive 50% off your first box plus free shipping on your first box (valued at \$9.99 or \$19.99 if you are in Newfoundland). Deal valid with the purchase of a 2 or 4-person meal plan where HelloFresh delivers in Canada. Upon redemption, you will be enrolled in an auto-renewing subscription which you may cancel at any time, in accordance with our Terms and Conditions. Please check hellofresh.ca for more information.

After your 30-day free Headspace trial, the subscription renews automatically at \$69.99 USD for an annual subscription to Headspace Plus. You can cancel at any time. This offer is for new or existing free Headspace users only.

The dollar value is a pre-payment only for the goods and services at participating Tim Hortons restaurants. No deposit account, credit line or overdraft protection is associated with a Tim Card. Unless otherwise required by law or permitted by this agreement, any amount on your Tim Card is non-refundable and may not be redeemed for cash at Tim Hortons restaurants. No interest, dividends, or any other earnings on funds deposited onto a Tim Card will accrue or be paid or credited to you by Tim Hortons. The value associated with the Classic Tim Card is not insured by either the Canadian Deposit Insurance Corporation (CDIC) or the Federal Deposit Insurance Corporation (FDIC). We reserve the right not to accept, load, reload or re-issue any Tim Card or otherwise limit the use of a Tim Card if we reasonably believe that the use is unauthorized, fraudulent, or otherwise unlawful. For full terms and conditions visit <http://www.timhortons.com/ca/en/timcard/timcard-terms-conditions.php>

Use of this gift card constitutes acceptance of the following terms and conditions. The card balance can be redeemed for merchandise only, at any WINNERS HomeSense, or Marshalls store in Canada, cannot be redeemed for cash unless required by law, and cannot be used to pay a credit account. Items purchased with this gift card are subject to applicable store return policy. You can add to the balance of an active card at any time. For more information and to check card balance, please visit your local store. The value of this card will not be replaced if lost, stolen or used without permission. This card is issued by TJX® Canada.

Treat this Card like cash. Reload your Card, check your balance and find out how to register and protect your Card balance at participating stores, Starbucks.com/card or 1-800-782-7282. Cannot be redeemed for cash unless required by law. Refunds only provided for unused Cards with the original receipt. This Card does not expire, nor does Starbucks charge fees. Complete terms and conditions available on our website. Use of this Card constitutes acceptance of these terms and conditions.

Card only valid for purchases at Walmart Canada (excludes licensees), walmart.ca and Marketplace. Cannot be returned or redeemed for cash, unless required by law. With receipt, Walmart will issue a replacement card with any balance remaining on the lost or stolen card at the time of replacement. Card balance cannot be applied towards credit card balances. Returns of merchandise purchased with a with a card will be credited to a card only. Walmart reserves the right to cancel card if obtained illegally (including through fraud). Issued by Wal-Mart Canada Corp. Balance Inquiries: 1-888-537-5503.

Use of any Hudson's Bay Gift Card or eGift Card constitutes acceptance of these Terms and Conditions. Hudson's Bay Gift Cards or eGift Cards are redeemable towards merchandise only online at thebay.com (<http://thebay.com>) or at any Hudson's Bay or Home Outfitters store. Hudson's Bay Gift Cards must be present when being used for payment in-store. Hudson's Bay Gift Cards or eGift Cards are not refundable. Hudson's Bay Gift Cards or eGift Cards may not be redeemed for cash, used to purchase any other Gift/eGift Cards, or applied as payment to your Hudson's Bay MasterCard® or Hudson's Bay Credit card account. For any purchase that exceeds the value of a Hudson's Bay Gift Card or eGift Card, the balance owed must be paid with one additional form of payment; cash or debit (for in-store purchases), Hudson's Bay MasterCard®, Hudson's Bay Credit Card or other credit cards. Sales tax is applicable to merchandise purchased with a Hudson's Bay Gift Card or eGift Card. For Hudson's Bay eGift Cards, delivery of the eGift Card to an incorrect but deliverable email address as provided by the purchaser is the responsibility of the purchaser. Hudson's Bay Gift Cards or eGift Cards have no service fees and no expiration dates. Refunds on purchases made with Hudson's Bay Gift Cards or eGift Cards will be applied to a gift card. Hudson's Bay Company is not responsible for lost or stolen Gift/eGift Cards. However, if your Hudson's Bay Gift Card or eGift Card is lost or stolen, and you have proof of purchase, we will issue a replacement, at Hudson's Bay or Home Outfitters stores only, for the remaining balance shown on our records at the point of replacement card issuance. If you need assistance, please call Customer Service at: 1-800-521-2364. Your eGift Card number and PIN# are required for all inquiries. To verify the remaining balance on a Hudson's Bay Gift Card or eGift Card, please inquire at any store register, or click here <http://www.thebay.com/webapp/wcs/stores/servlet/en/thebay> to check online. Hudson's Bay Gift Cards or eGift Cards received in error are subject to cancellation. No change will be given for any unused balance unless required by law. Hudson's Bay Company reserves the right to change these Terms and Conditions from time to time at our discretion. Hudson's Bay, the Bay, Home Outfitters, Deco Decouverte and their associated designs are trademarks of Hudson's Bay Company.



Manulife

Vitality[®]

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

Insurance products are issued by The Manufacturers Life Insurance Company. The Vitality Group Inc., in association with The Manufacturers Life Insurance Company, provides the Manulife *Vitality* program. The Manulife *Vitality* program is available with select policies.

Vitality, Vitality Plus, Vitality Points, Vitality Status and Vitality Health Review are trademarks of The Vitality Group International Inc., and are used by The Manufacturers Life Insurance Company and its affiliates under license. Manulife, Stylized M Design, and Manulife & Stylized M Design are trademarks of The Manufacturers Life Insurance Company and are used by it, and by its affiliates under license.

Accessible formats and communication supports are available upon request. Visit manulife.ca/accessibility for more information.

© 2024 The Manufacturers Life Insurance Company. All rights reserved.