



# *Life insurance that rewards healthy living*



# Get more

*out of your life insurance*

At John Hancock, we want to help you live a longer, healthier life. After all, other than your immediate family and friends, who should care more about your long-term health than your life insurance company? It's why we introduced John Hancock Vitality, a new kind of life insurance that protects your financial future while offering significant savings and rewards for living healthy.

Whether you enjoy healthy living today or simply aspire to live healthier, there are two versions of the John Hancock Vitality Program to support you along the way:<sup>1</sup>

**Vitality GO**  
**and Vitality PLUS**



**INSURANCE PRODUCTS:**

Not FDIC Insured	Not Bank Guaranteed	May Lose Value
Not a Deposit	Not Insured by Any Federal Government Agency	





# Vitality GO

## *Healthy living tips, resources, and rewards to get you going*

You can experience the John Hancock Vitality Program and live healthier with Vitality GO. That's because this basic "be healthy" version of the program is included on all our products – at no additional cost.

- **Amazon.com Discounts**

With Vitality GO, you can earn \$10 off a purchase of \$20 or more from Amazon.com for your healthy achievements.

- **Healthy Gear Discounts from REI**

Get a 15% discount on electronic gift cards from Vitality to purchase outdoor gear from REI.<sup>2</sup>

- **Wearable Device Discounts**

Get a 25%-40% discount on selected fitness devices from Fitbit®, Polar, or Garmin. You can also link these devices to your Vitality account to automatically earn Vitality Points.

- **Tufts Health & Nutrition Letter and Live More Magazine**

You'll receive complimentary access to the *Tufts Health & Nutrition Letter*, a publication dedicated to helping people live healthier, longer. You'll also receive online access to *Live More* magazine, an exclusive publication for John Hancock Vitality members.

***We're so sure you'll enjoy the Vitality GO experience, you can upgrade to Vitality PLUS at any point in the first 25 months.***

*You can even transfer your Vitality GO Status and Points to Vitality PLUS and earn annual premium savings of up to 15%, along with other great rewards and discounts.*

# Vitality **PLUS**

## Enjoy significant premium savings and rewards for living healthy!

You can add Vitality PLUS to your policy for as little as \$2.00 a month<sup>3</sup> and enjoy all the benefits of the John Hancock Vitality Program, including:

- + **Up to 15%** in annual premium savings<sup>4</sup>
- + The opportunity to earn **Apple Watch® Series 3 or Series 4** for as little as \$25<sup>5</sup> or get a complimentary **Fitbit** device
- + **Up to \$600 in annual savings** on the healthy food you buy<sup>6</sup>
- + **Exclusive discounts** at more than 350,000 eligible properties around the world with Hotels.com
- + **Entertainment and shopping rewards and discounts** from name brands like Amazon.com, REI, Starbucks, and more
- + **A free 12-month subscription to Headspace®**, a top-rated meditation app<sup>7</sup>
- + **An easy-to-use app and website** with health-related resources, including the *Tufts Health & Nutrition Letter*, webinars, financial fitness tips, and *Live More* magazine



*Vitality PLUS members take an average of 9,323 steps per day,<sup>8</sup> compared to 5,000 steps for the average American.<sup>9</sup>*



# Celebrate healthy living with rewards and discounts

**APPLE WATCH** After registering for the program, you can order an Apple Watch Series 3 or Series 4 for as little as \$25. Over the next two years, you'll make small monthly payments based on how active you are. **Earn 500 Vitality Points from Standard or Advanced workouts and you'll pay nothing for that month!**<sup>5</sup>



## Complimentary Fitbit & Wearable Device Discounts

You can also **get a complimentary Fitbit device instead of Apple Watch when you become a member.** Or if you prefer a different wearable device, you can earn a 25%-40% discount on another style of Fitbit, Polar, or Garmin.



## Exclusive Discounts from Hotels.com

You can earn **discounts of up to 50%** at more than 350,000 eligible properties around the world with Hotels.com. And the higher your Vitality Status, the more you can save.



## HealthyFood™ Benefit

Your healthy food choices can **save you up to \$600 a year** (or \$50 a month) — at 16,000 stores nationwide, including Walmart® and 70 NutriSavings™ grocery chains. You'll also have access to helpful nutrition tips, recipes, and the *Tufts Health & Nutrition Letter*.<sup>6</sup>



## HealthyMind Benefit

You'll be rewarded for taking the 30-day sleep challenge and meditating as little as 10 minutes a day. Earn Vitality Points, manage stress and live healthy. You also get a **free 12-month subscription to Headspace**,<sup>7</sup> a top-rated meditation app with millions of users in more than 190 countries.<sup>10</sup>



## Free Health Check

Monitor your health with a **free screening and personalized report** from Quest Diagnostics.<sup>8</sup> You can visit one of 2,200 Patient Service Centers nationwide. We'll automatically record your results, allowing you to earn even more Vitality Points.



## Healthy Gear Discounts

**Earn a 25% discount** on electronic gift cards from Vitality to purchase outdoor gear at REI. From backpacking to cycling to staying in shape, REI has the equipment you need to take your training to the next level.<sup>2</sup>



## Shopping & Entertainment

You'll be rewarded for your healthy successes with **gift cards, movie tickets, and other prizes.** The more you accomplish, the more opportunities you'll have to earn rewards from these and other leading retailers.



If you have a John Hancock Term with Vitality policy with a face amount less than \$2,000,000, you are only eligible to earn an Apple Watch or get a complimentary Fitbit device, wearable device discount, a 10% HealthyFood discount, the HealthyMind benefit, the 12-month free subscription to Headspace, a 15% healthy gear discount, shopping and entertainment discounts, and a free health check in the first program year only.

# Small changes make a big difference with Vitality GO and Vitality PLUS

It's easy to achieve your healthy goals with John Hancock Vitality. That's because small changes make a big difference when it comes to your overall health. It's as simple as taking the stairs instead of the elevator, choosing a healthy snack, or finding a few minutes to meditate each day.

## IT'S EASY AND FUN



### Earn Vitality Points

You'll earn Vitality Points for the everyday things you do to be healthy, like walking, exercising, or buying healthy food.



### Achieve a Vitality Status

Each year, the number of Vitality Points you accumulate will determine your Vitality Status (Bronze, Silver, Gold, or Platinum).



### Get rewarded

The higher your Vitality Status, the more you can save on premiums and the greater your rewards and discounts.



*Vitality members have earned more than 275,000 rewards, valued at over \$2.7 million.<sup>8</sup>*



## Two great John Hancock Vitality Program options to choose from!

<b>Vitality Rewards and Discounts</b>	<b>Vitality GO COMPLIMENTARY</b>	<b>Vitality PLUS \$2 PER MONTH<sup>3</sup></b>
<b>Annual Premium Savings</b> Save up to 15% on your annual life insurance premium <sup>4</sup>		✓
<b>Apple Watch Series 3 or Series 4</b> Earn Apple Watch for as little as \$25		✓
<b>Complimentary Fitbit Device</b>		✓
<b>Fitness Device Discount (Fitbit, Garmin, Polar)</b>	✓	✓
<b>Amazon.com Gift Cards<sup>11</sup></b>		✓
<b>Amazon.com Discounts</b>	✓	
<b>Amazon Prime Membership<sup>12</sup></b>		COMING 1/2019
<b>Shopping and Entertainment Gift Cards</b>		✓
<b>Healthy Gear Discounts</b>	15%	25%
<b>Hotels.com Discounts</b>		✓
<b>Free Health Check</b>		✓
<b>HealthyFood Benefit</b> Up to \$600 in annual savings at the grocery store		25%
<b>HealthyFood Benefit – Vitality Points</b>	COMING SOON	✓
<b>HealthyMind Benefit – Vitality Points</b>	✓	✓
<b>Free 12-Month Subscription to Headspace</b>		✓
<b>Free Subscription to <i>Tufts Health &amp; Nutrition Letter</i></b>	✓	✓
<b>Free Subscription to <i>Live More Magazine</i></b>	DIGITAL	✓
<b>Vitality Squares</b>	✓	✓



# It's easy to get started!

Follow Bob through his first year with the John Hancock Vitality PLUS Program.



**Bob, 43, buys John Hancock Vitality PLUS life insurance because he wants to protect his family and likes the idea of being rewarded for healthy living.**



Bob's application is approved and he receives a Welcome Kit from John Hancock.



Bob completes his online Vitality Health Review and has a **Vitality Age of 46**.



**Congratulations! Bob has reached Gold Status!**



Bob manages stress by meditating regularly using his free 12-month subscription to Headspace.



Bob gets a great discount from Hotels.com and takes his family away for a surprise long weekend.





Bob's underwriting information is uploaded and he earns 3,000 points for having good biometric results.



Bob orders his Apple Watch for an initial payment of \$25.



**Bob starts walking more and quickly reaches a Silver Status!**



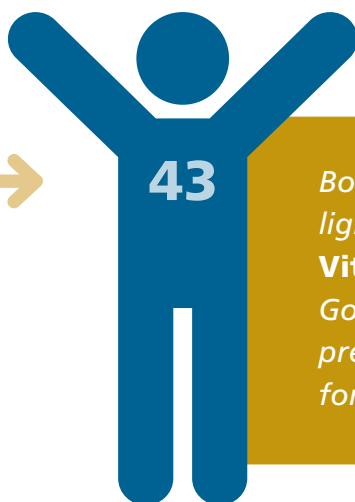
With the HealthyFood benefit, Bob saves \$100 at the grocery store.



Bob is notified by email when he earns points for working out.



He joins a local gym and tracks his activities with the Vitality mobile app.



*Bob finishes the year 10 pounds lighter and with a reduced **Vitality Age of 43**. By achieving Gold Status, he's also earned premium savings and rewards for the year ahead.*

# *A great partnership, for us and for you*

## *About Vitality*

To help in your pursuit of a longer, healthier life, John Hancock has partnered with Vitality, the global leader in integrating wellness benefits with life insurance products. Vitality has an established track record of creating interactive, personalized programs that make a real difference to people's health. Millions of Vitality members worldwide use their online tools to identify and track health and lifestyle goals and earn rewards along the way.

## *Strength. Stability. **John Hancock.***

John Hancock's strong ratings, as judged by the major rating agencies, are a comprehensive measure of the company's financial strength and stability. This is important because these financial ratings reflect the life insurance company's ability to pay claims in the future. With over 150 years of experience, John Hancock offers clients a diverse range of financial protection products and wealth management services through its extensive network of employees, agents, and distribution partners.









To get started earning rewards and savings,  
visit [JohnHancockInsurance.com](http://JohnHancockInsurance.com).

1. Insurance policies and/or associated riders and features may not be available in all states.
2. REI is not affiliated with the John Hancock Vitality Program. REI does not sponsor, endorse or have any responsibility for this promotion.
3. For John Hancock Term policies with the optional Vitality rider, the cost for Vitality PLUS is 3% of your annual premium. For survivorship policies the charge is \$4.00 a month.
4. Please consult your financial representative as to how premium savings may affect the policy you purchase. Premium savings are in comparison to the same John Hancock policy without the Vitality program. Annual premium savings will vary based upon policy type, the terms of the policy, and the level of the insured's participation in the John Hancock Vitality program.
5. Apple Watch program is not available in New York. You can order Apple Watch Series 3 (GPS) or Series 4 (GPS) by electronically signing, at checkout, a Retail Installment Agreement with the Vitality Group, for the retail price of the watch. After an initial payment of \$25 plus tax, over the next two years, monthly out of pocket payments are based on the number of workouts completed. Upgrade fees apply if you choose (GPS + Cellular) versions of Apple Watch Series 3 or Series 4, watch case sizes, certain bands and case materials. Apple is not a participant in or sponsor of this promotion. Apple Watch is a registered trademark of Apple Inc. All rights reserved.
6. The HealthyFood benefit is available on qualifying purchases in the first year in the Vitality Program. In subsequent years HealthyFood savings apply to members who earn Gold or Platinum Status in the Vitality Program.
7. The meditation portion of the program is compatible with apps such as Breathe, Buddhify, Calm and Headspace.
8. Based on John Hancock Vitality member experience since inception in US, April 2015.
9. BusinessInsider.com, Here's how much the average American walks every day, July 2015, accessed from: <http://www.businessinsider.com/heres-howmuchthe-average-american-walks-every-day-2015-7>. 13.
10. Based on internal data from Headspace.com, About Us, accessed from: <https://www.headspace.com/about-us>.
11. Restrictions apply, see [Amazon.com/GC-legal](http://Amazon.com/GC-legal).
12. Available to Vitality members who have reached Platinum Status for 3 consecutive program years.

The life insurance policy describes coverage under the policy, exclusions and limitations, what you must do to keep your policy in force, and what would cause your policy to be discontinued. Please contact your licensed agent or John Hancock for more information, costs, and complete details on coverage.

Vitality Rewards may vary based on the type of insurance policy purchased for the insured.

Rewards and discounts are subject to change and are not guaranteed to remain the same for the life of the policy.

For the purposes of this guide it is assumed that you are both the policy owner and the life insured. If you are not both the policy owner and the life insured, the discounts, rewards, and Fitbit will be provided only to the life insured to encourage participation in the program. Status is attained based on the actions of the life insured only.

Vitality is the provider of the John Hancock Vitality Program in connection with your life insurance policy.

Insurance products issued by: John Hancock Life Insurance Company (U.S.A.), Boston, MA 02210.

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