



Proven success with John Hancock Vitality

With John Hancock Vitality, policyholders are getting more active and healthy, while earning valuable premiums savings and rewards. They're so happy with the program that their engaging more and recommending it to friends, family, and co-workers. That means more referrals for you, along with new opportunities to keep the conversation going long after the sale is done.

John Hancock Vitality members are highly engaged in the program.



Live Healthier

Take an average of 9,323 steps per day, compared to 5,000 steps for the average American.¹



Earn Points

Earned over 150 million points collectively through their healthy habits like walking, exercising and getting annual check-ups.¹



Stay Engaged

Engage in an average of 22 activities each month (through prevention, online education and physical activity).¹



Get Rewarded

Completed 201,242 total reward transactions (over \$2.3 million in rewards).¹

Policyholders with Apple Watch are more active than ever!



Physically active days went up

Members had 20% more active days per week.²



Current members are increasing their step count

Members are taking an additional 2,000 steps per day after enrolling in the program.²



Current members are big fans of the Apple Watch

Members are using the watch 6 out of 7 days a week.²



About half are paying \$0 a month

Members are fully funding their watch by achieving their monthly activity goals.²

Customer satisfaction and buyer preference!

Customers are recommending John Hancock Vitality

2x

as often as people who own traditional life insurance policies.³

More than

8 OUT OF 10

people say they would prefer a policy like John Hancock Vitality over traditional life insurance.⁴

85% of people ages

65+

are more likely to purchase John Hancock Vitality over traditional life insurance.⁴

50%

of people are more motivated to purchase life insurance after reading a description of John Hancock Vitality.⁴

1. BusinessInsider.com, Here's how much the average American walks every day, July 2015, accessed from: <http://www.businessinsider.com/heres-how-much-the-average-american-walks-every-day-2015-7>.
2. Based on John Hancock Vitality member experience since inception in US, April 2015.
3. John Hancock's Net Promoter Score Data, reported from Clarabridge April 2017.
4. Consumer survey conducted by John Hancock Insurance from 7/17/17 to 8/11/17.

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Insurance policies and/or associated riders and features may not be available in all states.

Your clients can order Apple Watch Series 3 (GPS) for an initial payment of \$25 plus tax and over the next two years, monthly payments are based on the number of workouts completed. Upgrade fees apply if they choose Apple Watch Series 3 (GPS + Cellular), certain bands and case materials. A Retail Installment Agreement with the Vitality Group will need to be signed electronically at checkout. Apple Watch Series 3 (GPS) requires an iPhone 5s or later with iOS 11 or later. Apple Watch Series 3 (GPS + Cellular) requires an iPhone 6 or later with iOS 11 or later.

Apple Watch Series 3 (GPS + Cellular) and iPhone service provider must be the same. Cellular is not available with all service providers. Roaming is not available outside your carrier network coverage area. Wireless service plan required for cellular service. Clients can contact their service provider for more details and check www.apple.com/watch/cellular for participating wireless carriers and eligibility.

Apple is not a participant in or sponsor of this promotion. Apple Watch is a registered trademark of Apple Inc. All rights reserved. Please note: Apple Watch program is not available in New York.

Vitality is the provider of the John Hancock Vitality Program in connection with policies issued by John Hancock.

John Hancock Vitality Program rewards and discounts are only available to the person insured under the eligible life insurance policy.

Insurance products are issued by John Hancock Life Insurance Company (U.S.A.), Boston, MA 02210 (not licensed in New York) and John Hancock Life Insurance Company of New York, Valhalla, NY 10595.

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