

||| Manulife

Vitality

Manulife Family
Term with
Vitality Plus
Advisor Guide



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A unique solution for life insurance

Welcome to a new kind of life insurance – one that rewards healthy living!

Family Term with *Vitality Plus* combines a term life insurance product with the opportunity for clients to earn rewards and save on their insurance coverage premiums – all while improving their health.

This innovative approach to life insurance will help differentiate you in today's market, grow your business and keep your clients connected with you.

Family Term with ***Vitality Plus*** offers:

- Coverage for 10 or 20 years, renewable until age 80 OR coverage until age 65 OR age 100
- Initial premium savings for (total of all insurance coverages) between \$250,000 and \$25,000,000
- The option to convert to a permanent Manulife insurance product

The Manulife ***Vitality Plus*** program offers:

- The opportunity to reduce insurance premiums*
- Personalized health goals and the opportunity to get an Apple Watch from just \$0**
- Rewards and discounts

* Subject to guaranteed minimum and maximum rates.

** 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, Apple Watch Series 8 and Apple Watch SE require an iPhone 8 or later with iOS 16 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, comprised of monthly payments of \$13.70 per month over 24 months. The full value of the Apple Watch Series 8 is \$529, comprised of an initial payment of \$97 plus tax, then monthly payments of \$18 per month over 24 months. The full value of the Apple Watch Ultra is \$1,099, comprised of an initial payment of \$667 plus tax, then monthly payments of \$18 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 8 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.



About Vitality

To help your clients live a longer and healthier life, we've partnered with Vitality, the global leader in integrated wellness programs. Vitality has an established track record of creating interactive, personalized programs that help millions of clients around the globe identify and achieve their health and lifestyle goals.

The right fit

The right advisor. The right client.

Selling Family Term with *Vitality Plus* is a new way to sell insurance – it's about creating an ongoing dialogue that goes beyond the initial sale, and showcasing the benefits of healthy living. After the sale, Manulife *Vitality Plus* supports the program so you can continue to grow your business, but you may be asked about how the program works, the various partners and how to earn points. The reward is a more engaged client who is more closely connected with you, and hopefully will be for the long term.

And for clients, it's a whole new experience as well. No longer do they buy it and forget it. Family Term with *Vitality Plus* is for those clients who want a term insurance policy and are willing to take an active role in their health. The payoff is rewards from leading retailers and potential premium savings.

It is geared towards those who are:



Seeking an affordable term solution to help protect their loved ones and to plan for the future



Inspired to save on premiums by living a healthy lifestyle



Willing to actively engage in the Manulife *Vitality Plus* program

Clients can connect with Manulife *Vitality* via **1-888-Manulife** (1-888-626-8543) or email **manulifevitality@manulife.com** for any program questions.


As soon as the client is approved, they are emailed a welcome kit with easy step-by-step instructions on how to register and participate in the Manulife *Vitality* program.




Clients accumulate points. Earn a status. Enjoy savings and rewards.

Your clients can earn Vitality Points™ by completing simple, everyday activities like exercising, getting an optional health screening, even reading health articles online.

The more engaged they are with the program and the more they live a healthy lifestyle, the more points they can earn towards rewards and discounts from leading retailers. Based on the number of points they accumulate, your clients will earn a Vitality Status™ – Bronze, Silver, Gold or Platinum.¹




Bronze
0 points



Silver
3,500 points



Gold
7,000 points



Platinum
10,000 points

Clients get **1,500 bonus Vitality Points** when they register in the program and complete their Vitality Health Review™ in their first 90 days.*

¹ Program qualification requirements can change without notice.

* 90-day period begins on the policy date.



Savings potential

Family Term with *Vitality Plus* puts your clients in the driver seat. By making healthy lifestyle choices today, your clients will have the potential to reduce their insurance coverage premiums in the future.

Your clients automatically start with an insurance coverage premium savings of 10% as a reward for choosing a policy with *Vitality Plus*. At the end of each policy year, their annual premium rate may change, higher or lower, depending on their level of engagement with the Manulife *Vitality* program.

For example, if your client reaches Gold Status in the first program year, then their insurance coverage premium(s) will not change. If they are very engaged in the program and reach Platinum Status, then their insurance coverage premium(s) will decrease. If their status changes to Silver or Bronze, the amount they pay will increase.

Annual premium adjustments

A Family Term with *Vitality Plus* policy has 4 Vitality Statuses (Platinum, Gold, Silver and Bronze). Each Status has a corresponding guaranteed premium savings. The premium for the insurance coverage may change effective on each policy anniversary during the premium adjustment period, based on the insured person's Vitality Status at the time.

Vitality Status and premium savings

Vitality Status	Premium Savings
Platinum	15%
Gold	10%
Silver	2%
Bronze	0%

Premium adjustment period

Coverage option	The premium adjustment period for the insurance coverage is
Term-10	the first 20 years, up to but not including the 20 th coverage anniversary
Term-20	the first 20 years, up to but not including the 20 th coverage anniversary
Term-65	until the coverage expiry date
Term-Life	until the coverage anniversary nearest to the insured person's 100 th birthday

Product specifications

Insured	A Family Term with <i>Vitality Plus</i> policy can have more than one insurance coverage, but they all must insure the same person on a single-life basis.		
Manulife <i>Vitality Plus</i> program	Rewards, Apple Watch, Garmin, Fitbit plus opportunity to lower premiums		
Coverage options	Term-10 (10-year renewable and convertible) Term-20 (20-year renewable and convertible)	Term-65 (Level COI to age 65, convertible) Term-Life (Level COI to age 100, convertible)	
Issue ages	Term-10: 18-70 Term-20: 18-60	Term-65: 18-45 Term-Life: 60-85	
Face amount (total of all insurance coverages)	\$250,000 – \$25,000,000 The total of all insurance coverages can never decrease below the \$250,000 minimum.		
Healthstyles®	Healthstyle 1 and 2 are available for all coverages above \$5M for ages 18 to 50, above \$1M for ages 51 to 60 and \$100,000 and above for ages 61 and over.*		
Rider options	Accidental Death & Dismemberment Child Protection Guaranteed Insurability Option	Business Value Protector Total Disability Waiver	
Conversions	<ul style="list-style-type: none"> To any permanent product Manulife offers for sale at that time, including permanent products with <i>Vitality Plus</i> Term-10 and Term-20: Up to the policy anniversary nearest the insured person's 75th birthday Term-65: Up to the policy anniversary nearest the insured person's 60th birthday 		<ul style="list-style-type: none"> Term-Life: Up to the policy anniversary nearest the insured person's 75th birthday Full and partial conversions
Policy fee	\$5.10 monthly or \$57.00 annual guaranteed fee		
Manulife <i>Vitality Plus</i> charge	\$6 monthly or \$72 annual guaranteed charge		
Rate banding by amount of insurance	Band 1: Less than \$100,000	Band 2: \$100,000 – \$249,999	Band 3: \$250,000 – \$499,999 Band 4: \$500,000 – \$999,999 Band 5: \$1,000,000 – \$9,999,999 Band 6: \$10,000,000 and above
Coverage option changes	Change coverage without further underwriting: Term-10 or Term-20 to Term-65: <ul style="list-style-type: none"> Term-10 to Term-20 up to the 5th coverage anniversary Term-10 to Term-65 up to the 5th coverage anniversary Term-10 to Term-Life up to the conversion expiry date 		<ul style="list-style-type: none"> Term-20 to Term-65 up to the 5th coverage anniversary Term-20 to Term-Life up to the conversion expiry date Term-65 to Term-Life up to the conversion expiry date
Additional benefits	Bereavement counselling assistance Compassionate assistance program		

* Healthstyle 2 rates are not available for issue ages older than 70.



For more information, visit [Advisor Portal](#) or speak to your **Manulife Sales Representative**.

Vitality is the provider of Manulife *Vitality*, offered in connection with the Manulife life insurance policy. 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. Healthstyles is a registered trademark and is sold by Manulife. Family Term is a trademark of and is offered through Manulife (The Manufacturers Life Insurance Company). Vitality, Vitality Status, Vitality Points and Vitality Health Review are trademarks of Vitality Group International, Inc., and are used by The Manufacturers Life Insurance Company and its affiliates under license. TM and © 2022 Apple Inc. Apple is not a participant in or sponsor of this promotion. Apple Watch is a registered trademark of Apple Inc. All rights reserved. Points levels for each Vitality Status and activity are subject to change. Eligibility for specific rewards or participation in specific reward programs may vary depending on the province of residence, Vitality Status, and/or the type and in-force status of Manulife *Vitality* insurance policy that is held. 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.