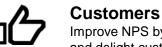
Manulife III John Hancock

Our Bold Ambition

The most digital, customer-centric global company in our industry

These are our bold ambitious goals for our three important stakeholder groups:



Improve NPS by +30 pts and delight customers



Employees Engage our employees - achieve top quartile engagement



Why – Our Mission answers why we exist and guides our decisions every day. In a complex world, we help people make clearer, easier decisions so they can live better.

What - Our Strategic Priorities are what we need to do to transform into a digital, customer-centric market leader and live up to our Mission.

How – Values represent how we operate. They reflect our culture, inform our behaviours, and help us define how we work together.

