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Press Release
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MANULIFE: BIXI-MONTREAL'S NEW PRESENTING PARTNER

BIXI-Manuvie Valets, Pre-Season Specials and other new amazing Features to come!

Montreal, March 14, 2016. – Beginning the countdown to the start of the BIXI season, Montreal's mayor, Mr. Denis Coderre, along with Ms. Marie Elaine Farley, chairperson of BIXI-Montreal's board of directors and Mr. Charles Guay, Executive Vice President and General Manager, Institutional Markets, Manulife Canada and President and CEO, Manulife Québec announced a new partnership between Manulife and Montreal's bike sharing network, BIXI.

Mr. Coderre is delighted about Manulife's involvement in the Montreal community for the coming years: "It's the beginning of a great collaboration with a leading financial services provider. Manulife's support and commitment confirms the immense success of the relaunch of BIXI, an icon of active transportation in Montreal. BIXI's upcoming season will be innovative and I invite all Montrealers to take advantage of the spring specials that will enter into effect shortly!"

As many of Manulife's programs promote the importance of a healthy lifestyle, Ms. Farley felt that the link between the organization and BIXI made sense. "Their desire to help promote BIXI and to see as many people as possible using the service is at the heart of our collaboration," she added.

"This partnership with BIXI is part of our commitment as a full-fledged member of the Montreal community," explained Charles Guay. Physical and financial well-being are of the utmost importance and the best way to show that is by getting involved with a mode of transportation that Montrealers appreciate, in addition to being a responsible mode of transportation."

CUSTOMER EXPERIENCE IS OUR PRIORITY: NEW BIXI-MANUVIE VALETS

BIXI-Manuvie Valets will be present for major gatherings and events in Montreal in 2016. Bixists will be welcomed at the busiest stations and provided with quicker access to bikes or parking spaces during peak hours.

"We are delighted to announce this new partnership with Manulife, which will give us the opportunity to put forth new initiatives to facilitate and improve the BIXI experience, such as with our first project, the **BIXI-Manuvie Valets**. We will also be announcing several other amazing new features in the near future," stated Ms. Farley.



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PRE-SEASON LIMITED-TIME OFFERS

With the new season approaching, BIXI would like to invite citizens to sign up now and take advantage of the several limited-time discounts being offered. Customers can visit the brand new website at Bixi.com for more details on the upcoming offers. Some of the offers include:

- A \$12 discount on an annual subscription, from March 17 to April 3.
- A special 20% discount for groups of friends, teammates or employees of 20 people or more until June 1st.

Renewed partnerships with the STM, AMT, Vélo Québec, Communauto and Accès Montréal will also allow users to benefit from special rates.

Installation of BIXI stations will start on March 24. After reaching an unprecedented record number of users in 2015, BIXI would like to invite its members and customers to sign up in large numbers for the season start on April 15!

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ABOUT BIXI

BIXI-Montreal is a non-profit organization created by the Ville de Montréal to manage the bike-sharing system in Montreal. The network has 5,200 bikes and 460 stations in Montreal, Longueuil and Westmount.

ABOUT MANULIFE, BIXI-MONTREAL'S MAIN PARTNER

Manulife Financial Corporation is a leading international financial services group providing forward-thinking solutions to help people with their big financial decisions. We operate as John Hancock in the United States, and Manulife elsewhere. We provide financial advice, insurance and wealth and asset management solutions for individuals, groups and institutions. At the end of 2015, we had approximately 34,000 employees, 63,000 agents, and thousands of distribution partners, serving 20 million customers. At the end of December 2015, we had \$935 billion (US\$676 billion) in assets under management and administration, and in the previous 12 months we made more than \$24.6 billion in benefits, interest and other payments to our customers. Our principal operations are in Asia, Canada and the United States where we have served customers for more than 100 years. With our global headquarters in Toronto, Canada, we trade as 'MFC' on the Toronto, New York, and the Philippine stock exchanges and under '945' in Hong Kong. Follow Manulife on Twitter @ManulifeNews or visit www.manulife.com or www.johnhancock.com.