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Montréal 

Press Release
For immediate distribution

BIXI'S BACK FROM MIDNIGHT TONIGHT FREE BIXI SUNDAYS OFFERED BY MANULIFE: A GREAT WAY TO DISCOVER THE SERVICE!

Montreal, April 14, 2016 – BIXI is back from midnight tonight and to celebrate the start of the new season, the chairperson of the BIXI-Montreal Board of Directors, Ms. Marie Elaine Farley, has announced several improvements as well as a new promotion: **Free BIXI Sundays offered by Manulife**, starting on Sunday, May 29.*

*"Try BIXI and you'll love it! Thanks to our new partner Manulife, we are proud to announce **Free BIXI Sundays on the last Sunday of every month**, for all residents and tourists. One of BIXI-Montréal's objectives is to have as many people as possible discover how open and flexible the service is. We're hoping that this special offer will encourage those who haven't had a chance to try out the service yet to do so and we wish all members and customers a great season,"* declared Ms. Farley.

The last Sunday of the month, BIXI will be free for everyone, for a period of 24 hours, for trips of **30 minutes or less, in accordance with regular rental conditions**. During these special days, anyone wanting to try out the service can go directly to the payment terminal at one of the 460 BIXI stations in the network and rent a bike. They can also take an unlimited number of trips from midnight to 11:59pm Sunday night.

"We are excited to be able to offer Montrealers Free BIXI Sundays as well as a valet service," said Mr. Charles Guay, president and CEO of Manulife Quebec. *Leading an active, healthy life is at the core of our beliefs and we think that an excellent way to promote that is by using the BIXI bike-sharing service throughout the summertime. We wish all Montrealers a great BIXI season!"*

IMPROVING THE CUSTOMER EXPERIENCE AND A 20% DISCOUNT FOR GROUPS UNTIL JUNE 1ST

New mobile application, new website and blog

BIXI wants to make the customer experience better and a series of improvements are underway for 2016.

- Phase 1 of the new mobile app for smartphones can be downloaded as of today.
- The redesigned BIXI.com website and blog have new sections, such as themed routes, wellness articles, suggestions for urban outings and news on the world of bike-sharing and cycling.
- In March, BIXI also announced that there would be Manulife valets at big Montreal events.

* Visit BIXI.com for BIXI rental rates and conditions



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Improved online group subscription procedure

A new and improved fast and simple online subscription service is already being used by groups and companies. **Up until June 1st**, those responsible for groups of 20 or more employees, teammates or friends can sign up by visiting BIXI.com to get a 20% discount on an annual BIXI membership for all members of their group. BIXI would like to invite everyone to sign up now to take advantage of a series of special offers throughout the season!

GROUPS AND COMPANIES GET FIT WITH BIXI!

After a record-breaking number of users in 2015, Mr. Marc-André Gadoury, head of the cycling dossier for the Coderre administration, was delighted about the level of enthusiasm surrounding BIXI's return this year and the level of interest shown by groups and companies.

"We have already seen heightened interest in BIXI's return with higher numbers of subscriptions being purchased in all categories compared to this time last year. The annual objective set by BIXI-Montréal to have 1,000 new members each year has already been met before the season has even started, for a second year in a row. We hope that everyone will enjoy this active mode of transportation this spring and that many will give it a try for the first time during the new Free BIXI Sundays," he declared.

This time last year (April 12, 2016 vs. April 12, 2015)

- **New BIXI members: + 82%**
(2,200 new members in April 2016 vs. 1,218 in April 2015)
- Memberships purchased: + 13%
- Corporate memberships purchased: + 5%

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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



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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.

ABOUT LA PRESSE, BIXI-MONTREAL'S MEDIA PARTNER

La Presse is a French-language newspaper of reference in Canada and its content is available on several platforms (digital edition for tablets, mobile apps, web, paper). *La Presse* stands out for its distinctive, rich and diversified coverage of the news. A recipient of numerous distinctions for the quality of its content and presentation, *La Presse* is also recognized for its series and in-depth articles, as well as for the large space it dedicates to debates. *La Presse+*, its free digital edition, uses all of the multifunctional capabilities of a tablet and offers the most complete news experience ever offered by the largest newsroom in Quebec.