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Get more  
from your life  
insurance



How the Vitality  
program works



Explore the  
benefits of Vitality



Making the  
most of Vitality



What's smart  
about Vitality?



Contact us



Helping our  
customers live  
longer, healthier,  
*better* lives

INSURANCE PRODUCTS	
MAY LOSE VALUE	NOT A DEPOSIT
NOT BANK GUARANTEED	NOT FDIC INSURED
NOT INSURED BY ANY GOVERNMENT AGENCY	







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# *Get more* from your life insurance

**At John Hancock, we want to  
help you live your best life now.**

That's why we offer John Hancock  
Vitality<sup>1</sup> — an innovative life insurance  
solution available on every policy  
we sell that helps you protect  
your financial future while offering  
significant savings and rewards for  
the steps you take every day to live a  
longer, healthier, better life.



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# How the Vitality program works



## Earn Vitality Points

Participate in a range of healthy activities to earn Vitality Points — like walking, getting a good night's sleep, going to the dentist or buying healthy food.



## Achieve a Vitality Status

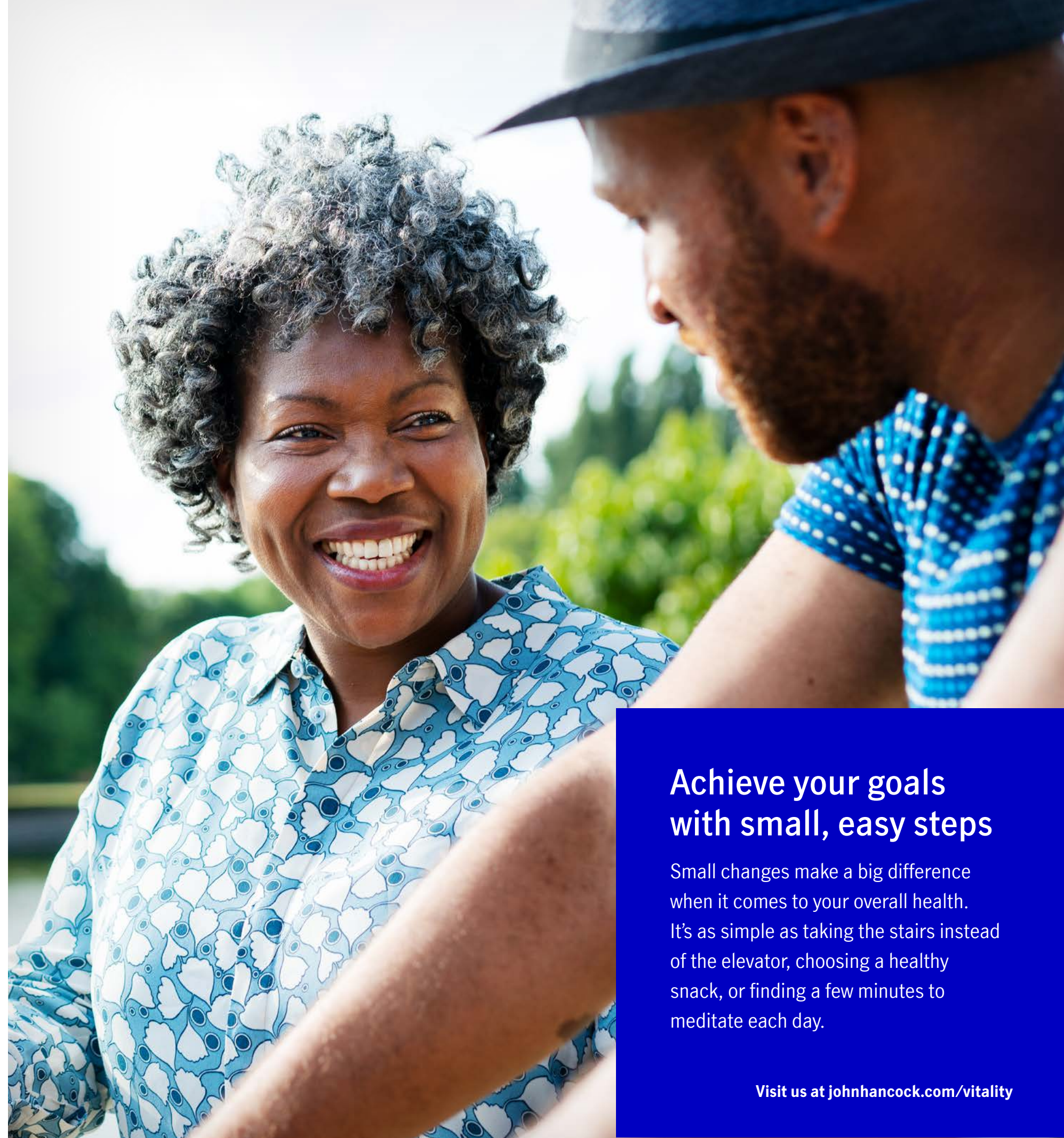
Each year, the number of Vitality Points you accumulate will determine your Vitality Status (Bronze, Silver, Gold, or Platinum).



## Get rewarded

The more you participate, the more points you earn, the higher your Vitality Status, and the greater your rewards and discounts.

To be eligible to earn rewards and discounts by participating in the Vitality program, the insured must register for Vitality and complete the Vitality Healthy Review (VHR).



## Achieve your goals with small, easy steps

Small changes make a big difference when it comes to your overall health. It's as simple as taking the stairs instead of the elevator, choosing a healthy snack, or finding a few minutes to meditate each day.

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# Explore the benefits of Vitality

John Hancock Vitality can offer you financial protection along with rewards for making healthy choices. There are two great versions of the program to choose from:

## Vitality PLUS

Access all the benefits of Vitality GO, plus the following exclusive incentives, rewards and discounts **for as little as \$2.00 a month.\***

- **Save up to 25% off your premium** for making healthy choices<sup>2</sup>
- **Choose the latest model of one of these wearable devices:**
  - **Apple Watch®** for as little as **\$25** plus tax, earned with regular exercise<sup>3</sup>
  - **Complimentary Amazon Halo** and a free, three-year Halo membership<sup>\*\*</sup>
- **Exclusive travel discounts**<sup>4</sup>
- **A one-year Amazon Prime membership** when you reach Platinum status three years in a row<sup>5</sup>
- **Free subscription to Headspace®**, a top-rated meditation app<sup>6</sup>

## Vitality GO

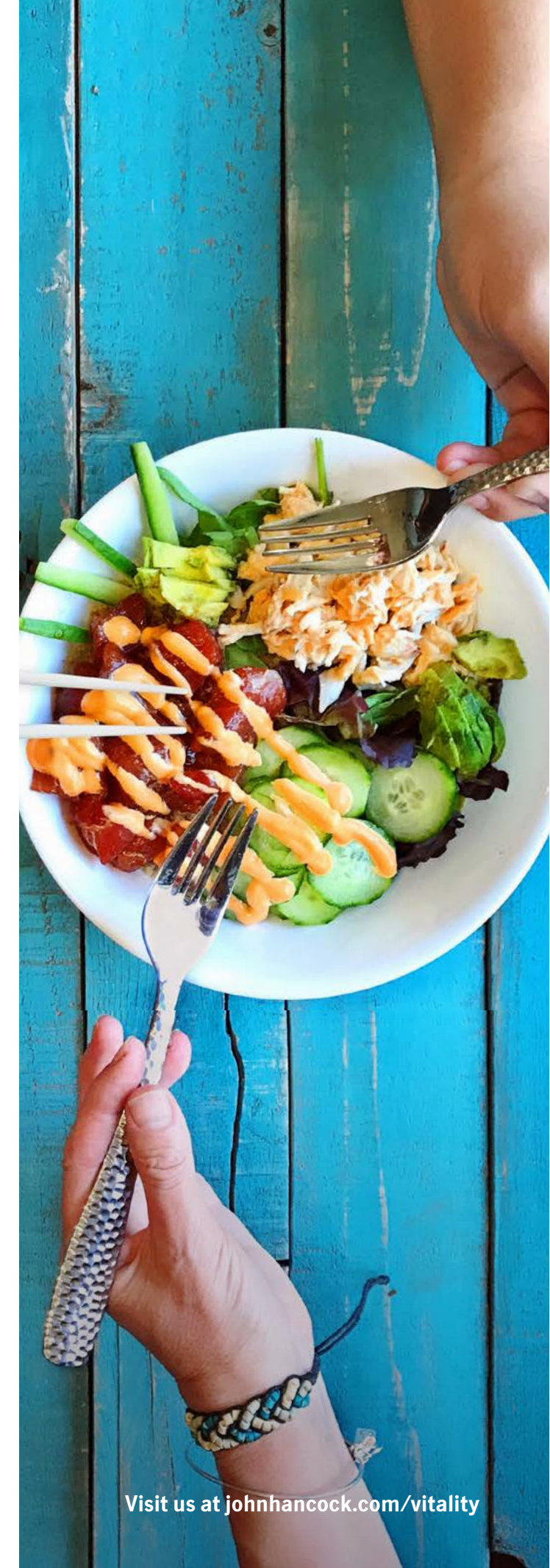
With this version of the program, **included on all our flagship products**, you can enjoy the following discounts and savings, plus access to health and wellness info — at no additional cost.

- **Discounts on wearable fitness devices**
- **Savings on eligible healthy food items** at the grocery store<sup>7</sup>
- **Discounts from REI<sup>8</sup> and other popular retailers**
- **Free personalized tips and content** from experts on how to live a healthy life

**If you would like to earn more rewards**, you can upgrade to Vitality PLUS at any point in the first 25 months of owning your policy. Your Vitality GO Status and Points will automatically transfer over!

\*For John Hancock Term policies with the optional Vitality rider, the cost for Vitality PLUS is 3% of your annual premium. For survivorship perm policies the charge is \$4.00 a month.

\*\*Or you can choose a complimentary Fitbit® device.



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# Making the most of Vitality

With John Hancock Vitality PLUS, there are lots of ways to participate in the program, rack up Vitality Points and earn rewards. Just find the activities that work you.

Here’s how most Vitality members are accumulating points and boosting their status — which translates into real rewards and savings.

## Annual health maintenance

BMI screening	125 pts*
Blood pressure screening	125 pts*
Cholesterol screening	125 pts*
Glucose/HbA1c screening**	125 pts*
Flu shot/Vaccination	≤400 pts
Non-tobacco use attestation	1,000 pts

## Mental wellness

Meditate for 10 minutes	10 pts/day
Log a full 8 hours of sleep when you join a 30-day Sleep Well Challenge on the John Hancock Vitality mobile app	10 pts/night

## Education

Complete a short healthy survey	500 pts
– Bonus for first-time completion	+500 pts
– Complete within first 90 days	+250 pts
Watch a short nutrition video	50 pts

## Exercise

Walk 5,000 steps	10 pts/day
Complete a 30-minute gym or at-home workout	20 pts/day
Burn 300 calories during a workout (like running) using a heart rate monitor	30 pts/day



Link a wearable fitness device to make recording your progress easy!



## Vitality Status levels

The number of Vitality Points you accumulate will determine your Vitality Status.



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\*A reading in healthy range will earn you an extra 1,000 points.  
\*\*If you have diabetes, improved or in healthy range readings will earn you an extra 1,500 pts.  
Points by category may be limited to an annual maximum.



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# What's *smart* about Vitality?

There are several advantages to having a John Hancock Vitality life insurance policy compared to traditional life insurance.

## Incentives to keep moving and succeed



Each day, Vitality members average nearly **8,600** steps<sup>9</sup>



**80%** report similar or better overall health year over year<sup>10</sup>

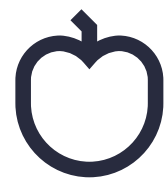


**71%** of members improved or maintained a healthy weight<sup>11</sup>

## Healthy outcomes for members



**43%** of members have reported BMI reductions<sup>11</sup>



**34%** with high cholesterol reported bringing their measure in range over the course of a year<sup>12</sup>



**47%** of those with a high glucose reading brought their level in range over the course of a year<sup>13</sup>



**45%** with high blood pressure reported bringing their reading in range over the course of a year<sup>14</sup>

## Long-term value for healthy choices



## 93% of members

are realizing financial benefits<sup>15</sup> for doing everyday healthy activities, like walking the dog and buying fresh produce

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## About Vitality

To help in your pursuit of a longer, healthier life, John Hancock is working with Vitality, the global leader in integrating wellness benefits with life insurance products. Vitality has an established track record of creating interactive, personalized programs that make a real difference to people's health. Millions of Vitality members worldwide use their online tools to identify and track health and lifestyle goals and earn rewards along the way.

## Strength. Stability. John Hancock.

John Hancock is among the highest-rated companies for financial strength and stability as demonstrated by its A+ rating from A.M. Best.<sup>16</sup> Financial strength ratings are a comprehensive measure of a company's financial strength and stability, and are important as they reflect a life insurance company's ability to pay claims in the future. With over 160 years of experience, John Hancock offers clients a diverse range of insurance products and services through its extensive network of employees, agents, and distribution partners.

## To learn more information about the John Hancock Vitality Program



Contact your **financial representative**



Call us at **888-333-2659**



Visit **johnhancock.com/vitality**

1. Insurance policies and/or associated riders and features may not be available in all states.
2. Please consult your financial representative as to how premium savings may affect the policy you purchase. Premium savings are in comparison to the same John Hancock life insurance policy without Vitality PLUS. The level of premium savings are cumulative over the life of the policy and will vary based upon underwriting status, issue age, policy type, the terms of the policy and the Vitality Status achieved. Premium savings are only available with Vitality PLUS.
3. Apple Watch program is not available in New York or Puerto Rico. Apple Watches ordered through John Hancock Vitality may not be shipped to addresses in Guam. Once you become a Vitality PLUS member and complete the Vitality Health Review (VHR), you can order Apple Watch by electronically signing, at checkout, a Retail Installment Agreement with the Vitality Group, for the retail price of the watch. After an initial payment of \$25 plus tax, over the next two years, monthly out-of-pocket payments are based on the number of Standard Workouts (10,000 to 14,999 steps) and Advanced Workouts (15,000 steps) or the applicable Active Calorie or heart rate thresholds. The step counts required for Standard and Advanced Workouts are reduced for members beginning at age 71+. One-time upgrade fees plus taxes apply if you choose (GPS + Cellular) versions of Apple Watch, larger watch case sizes, and certain bands and case materials. For more information, please visit JohnHancock.com. Apple is not a participant in or sponsor of this promotion. Apple Watch is a registered trademark of Apple Inc. All rights reserved.
4. Travel discounts are not available in New York. Travel discounts valid for 3 bookings per program year. For term with Vitality policies with a face amount less than \$2,000,000, travel discounts valid for 1 booking per program year. The amount of discount will vary based upon policy type, coverage amount, and the Vitality Member's Vitality status (Bronze, Silver, Gold, Platinum) and will only apply to the first \$1000 of the booking cost.
5. Available to Vitality members who have reached Platinum Status for 3 consecutive program years. Amazon Prime benefit is not available in New York.
6. The meditation portion of the program is compatible with apps such as Breathe, Buddhify, Calm and Headspace. The HealthyMind benefit is not available in New York.
7. HealthyFood savings are based on qualifying purchases and may vary based on the terms of the John Hancock Vitality Program. The HealthyFood program is currently not available in Guam.
8. REI is not affiliated with the John Hancock Vitality Program. REI does not sponsor, endorse or have any responsibility for this promotion.
9. Average of all step data received from John Hancock Vitality members in 2021. Excludes Apple Watch.
10. Vitality Health Review data. Based on VHR self-reported data from registered John Hancock Vitality PLUS members with responses in both 2020 and 2021.
11. Vitality Health Check data. Based on members that had a BMI response on the VHC in both 2020 and 2021.
12. Vitality Health Check data. Based on members that had a cholesterol response on the VHC in both 2020 and 2021.
13. Vitality Health Check data. Based on members that had a glucose response on the VHC in both 2020 and 2021.
14. Vitality Health Check data. Based on members that had a systolic blood pressure response on the VHC in both 2020 and 2021.
15. Year 1 status attainment of Silver, Gold, or Platinum for active and registered Vitality PLUS members as of year-end 2021. (Perm Plus, Term Plus, excludes DTC)
16. Second highest of 13 ratings (superior ability to meet ongoing insurance obligations). Financial strength rating is current as of December 31, 2022, is subject to change, and applies to John Hancock Life Insurance Company (U.S.A.) and John Hancock Life Insurance Company of New York as a measure of each company's financial ability to pay claims and to honor any guarantees provided by the contract and any applicable optional riders. These companies have also received additional financial strength ratings from other rating agencies. Financial strength ratings are not an assessment, recommendation, or guarantee of specific products and their investment returns or value, do not apply to individual securities held in any portfolio or the practices of an insurance company, and do not apply to the safety and performance of separate accounts.

This material is for informational purposes only and is not investment advice or a recommendation.

If you have a Term policy with Vitality PLUS with a face amount less than \$2,000,000: you are only eligible to earn the latest Apple Watch or get a complimentary device, discounts on wearable devices, up to \$50 in instant savings per month on fresh produce purchases, a free premium subscription to Headspace, a 15% healthy gear discount, shopping and entertainment discounts, a one-year Amazon Prime membership, exclusive travel discounts and a free health check in the first Program Year only. Term policies with face amounts of \$2,000,000 and above are eligible for the full suite of rewards and discounts.

The life insurance policy describes coverage under the policy, exclusions and limitations, what you must do to keep your policy in force, and what would cause your policy to be discontinued. Please contact your licensed agent or John Hancock for more information, costs, and complete details on coverage.

Vitality Rewards may vary based on the type of insurance policy purchased for the insured. In New York, entertainment, shopping, and travel rewards are not available and are replaced by healthy living and active lifestyle rewards.

Rewards and discounts are subject to change and are not guaranteed to remain the same for the life of the policy. John Hancock Vitality Program rewards and discounts are only available to the person insured under the eligible life insurance policy.

Products or services offered under the Vitality Program are not insurance and are subject to change. There may be additional costs associated with these products or services and there are additional requirements associated with participation in the program. For more information, please contact the company at JohnHancock.com or via telephone at 888-333-2659.

Vitality GO is not available with policies issued in New York & Puerto Rico.

The complimentary Amazon Halo device and three-year Halo membership are only available to new Vitality PLUS Members and are not available with policies issued in New York, Puerto Rico and Guam. At the end of the complimentary Amazon Halo health and wellness membership, charges will apply automatically to the credit card on file with Amazon.com unless the membership is opted out of. Amazon Halo allows Vitality members to earn Vitality Points for physical activity, Halo Sleep and Halo programs. The Amazon Halo health and wellness membership is required to earn Vitality Points for Halo Sleep and access the full catalog of Halo content. Other features of Halo are not eligible for Vitality Points with the Vitality Program. Amazon and all related marks are trademarks of Amazon.com, Inc. or its affiliates.

Vitality is the provider of the John Hancock Vitality Program in connection with your life insurance policy.

Insurance products are issued by: John Hancock Life Insurance Company (U.S.A.), Boston, MA 02116 (not licensed in New York) and John Hancock Life Insurance Company of New York, Valhalla, NY 10595.

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