



AIR CANADA

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Soaring to New Heights: Manulife and Aeroplan Partner to Give Millions of Canadians Access to Rewards in New, First-of-its-Kind Canadian Partnership

- *Manulife becomes first Group Benefits Provider in Canada to offer Aeroplan Points to members to encourage and reward activities that support better health and wellness*

MONTREAL, January 23, 2024 - Manulife, one of Canada's leading insurance providers, and Aeroplan, Canada's premier travel loyalty program, are excited to announce a new, multi-year loyalty partnership. Through this first-of-its-kind agreement in Canada, the millions of Canadians who are eligible Manulife Group Benefits members will have the ability to earn Aeroplan points by engaging in behaviours and activities that encourage health and wellbeing.

This spring, Manulife will launch a modernized and upgraded benefits platform to offer members a digital-first user experience that integrates health, wellness and benefits into one place. With the addition of Aeroplan in early summer 2024, eligible Group Benefits members will be able to earn points for health and benefits-related activities, all while managing their overall wellbeing – from prevention to getting care – through an integrated and personalized experience. By engaging in health and wellness challenges, members will have the opportunity to earn points for completing healthy initiatives, like exercise minutes, mindfulness practices, and more. In addition, points will be rewarded for completion of educational courses and helpful benefits tips and tricks, like downloading the digital benefit card.

"I am thrilled to announce Aeroplan as our loyalty partner for Manulife Group Benefits members. This announcement is a huge milestone for us on our mission to drive long-term, healthy outcomes for Canadians and help our members get more health from their benefits," says Ashesh Desai, head of Manulife Group Benefits. "By partnering with Canada's premier travel loyalty program and adding Aeroplan points to our digital health technology experience, we're empowering and incentivizing members to take a proactive approach to their health and wellbeing, helping them live better, healthier lives."

Eligible members will be able to link their Aeroplan account with their Manulife group benefits digital account to start earning points for completing health programs and initiatives within the Manulife digital experience. Details around all points, eligible activities, and the number of reward points for each, will be provided in the coming months.

"We're so proud to join together with another Canadian global champion and welcome Manulife as the latest Aeroplan strategic partner. Through this innovative offering, we're combining forces to reward millions of their group benefits members," says Mark Nasr, President of Aeroplan and Executive Vice President Marketing and Digital of Air Canada. "Aeroplan is committed to Manulife and their mission — Decisions made Easier. Lives made better — and we're excited to reward Canadians for healthy living."

Partnering with Aeroplan is the latest example of how Manulife Group Benefits is expanding its impact beyond claims and rapidly progressing on its journey to become a true health partner to Canadians and Canadian employers. In addition to today's announcement, last year Manulife Group Benefits [announced Cleveland Clinic Canada](#) as their medical director, and unveiled a [partnership with Canadian tech scale up League](#) to help power the new Group Benefits digital experience that is launching this spring.

About Air Canada

Air Canada is Canada's largest airline, the country's flag carrier and a founding member of Star Alliance, the world's most comprehensive air transportation network. Air Canada provides scheduled service directly to more than 180 airports in Canada, the United States and Internationally on six continents. It holds a Four-Star ranking from Skytrax. Air Canada's Aeroplan program



is Canada's premier travel loyalty program, where members can earn or redeem points on the world's largest airline partner network of 45 airlines, plus through an extensive range of merchandise, hotel and car rental partners. Its freight division, Air Canada Cargo, provides air freight lift and connectivity to hundreds of destinations across six continents using Air Canada's passenger and freighter aircraft. Air Canada aims to achieve an ambitious net zero emissions goal from all global operations by 2050. Air Canada shares are publicly traded on the TSX in Canada and the OTCQX in the US.

About Manulife Group Benefits

Manulife is Canada's largest life insurance company and a leading provider of workplace health benefits, supporting and designing benefits plans that can improve key wellness indicators, drive employee engagement and productivity, and enable workplace cultures that are increasingly responsive to the changing needs of today's workforce. Manulife's group benefits business in Canada serves more than 25,000 employers, and approximately one in three Canadian households, with an ambition to increasingly leverage its health care experience to do more to help Canadians live longer, better, healthier lives.

About Manulife

Manulife Financial Corporation is a leading international financial services provider, helping people make their decisions easier and lives better. With our global headquarters in Toronto, Canada, we provide financial advice and insurance, operating as Manulife across Canada, Asia, and Europe, and primarily as John Hancock in the United States. Through Manulife Investment Management, the global brand for our Global Wealth and Asset Management segment, we serve individuals, institutions, and retirement plan members worldwide. At the end of 2022, we had more than 40,000 employees, over 116,000 agents, and thousands of distribution partners, serving over 34 million customers. We trade as 'MFC' on the Toronto, New York, and the Philippine stock exchanges and under '945' in Hong Kong.

Not all offerings are available in all jurisdictions. For additional information, please visit manulife.com.

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