

# Message from the President and CEO

Manulife Financial has emerged even stronger from the volatility and economic headwinds that faced the international financial services industry in 2009. Over the past year we addressed those challenges head on and stood solidly behind our commitments to our clients, policyholders and communities – as we have for more than 120 years.

As set out in our 2009 Annual Report, we took important steps to strengthen our capital base, reduce our exposure to changes in equity markets and stabilize our earnings. I am proud to say that throughout the recent global economic crisis, Manulife has remained one of the strongest and best-rated companies in our sector globally.

“Doing well” enables us to “do good”. I am especially proud of how Manulife’s employees continued to demonstrate our unwavering commitment to corporate social responsibility in such a challenging year for so many around the world. We are proud of the difference we make in our local communities and the leadership role we have taken as volunteers, including more than 58,000 hours of employee volunteering time in 2009. Our 2009 Public Accountability Statement illustrates our hands-on involvement in the communities where we work, our focus on the environment and our commitment to excellence in business conduct.

This year we enhanced Manulife’s Vision Statement to reflect the continuing expansion of our financial services, client solutions and ambitions for the future. While Manulife’s values remain constant, our vision is now “To be the most professional financial services organization in the world, providing strong, reliable, trustworthy and forward-thinking solutions for our clients’ most significant financial decisions.”

As world economies emerge from the financial crisis of 2008 and 2009, there has never been a greater need for strong and reliable companies like Manulife. We not only help our customers achieve financial protection and security for their futures – we also serve as one of the largest long-term investors in our local economies. We understand the importance our investments play in supporting economic, environmental and social recovery in North America and around the world and we manage them responsibly and sustainably.

Throughout our history, Manulife has grown and prospered through our desire to lead rather than follow. I hope this statement will show you our genuine commitment to make a positive difference – today and for your future.



**DONALD A. GULOIEN**  
President and Chief Executive Officer

