

Why to Enrol – Descriptive Transcript

Happy music fades in.

(Opening screen shows the Manulife logo animated sequence)

Are you ready for your tomorrow?

(The screen fades to blue. Yellow, blue and green lines animate on screen representing roads, which form a map from a bird's eye view.)

What do you see when you look at tomorrow? A comfortable retirement free of work?

(The camera zooms and flips towards the biggest road as a green paper airplane flies onto screen. The paper airplane has a tail of dots. The paper airplane flies up into the white sky as the camera moves up. The year “2020” is revealed on a white background.)

Whether your retirement is within sight or still years away...

(The paper airplane flies back on screen from the bottom right and begins to zigzag in and out of the year “2020”. The year begins to animate growing up to “2027”.

...joining your group retirement plan today is one of the smartest – and easiest -- first steps you can take. Here's why:

(The camera transitions to the lower right corner. A maze is revealed. Curved lines fade in and out around the maze. The paper airplane flies in from the right of the screen. It flies around the maze and off screen. A green background animates overtop.)

1. Lower Investment Management Fees

(Text animates on screen letter-by-letter. The text “01” animates in large white text on the left. The title “Lower Investment Management Fees” animates in on the right side, each word on top of one another.)

You may pay lower investment management fees than when you invest on your own.

(The title and coloured background falls off the bottom of the screen to reveal a white background. Three yellow rectangles grow from the bottom, one-by-one. The left one is the lightest in colour and the tallest, the right one is the darkest yellow and the shortest. A pink arrow animates in on top from the top left of the screen to the bottom right.)

Who doesn't want more money in their pocket?

(The camera moves to the left. A blue jean pocket animates in from the bottom of the screen. Money bills animate into the pocket from the top of the screen.)

2. Automatic Payroll Deductions

(A blue background animates in on top. White text animates on screen letter-by-letter. The text “02” animates in large white text on the left. The title “Automatic Payroll Deductions” animates in on the right side, each word on top of one another.)

You can contribute directly with automatic payroll deductions.

(The blue background animates off the screen from the bottom to reveal a white background. A yellow and blue stopwatch is drawn on screen connected to a coin with a dollar symbol on the inside.)

This gives you immediate tax savings and makes saving quick and easy.

(The camera moves downwards to reveal a pink piggybank. Yellow coins animate from the top of the screen into the piggybank one-by-one.)

3. Manulife Tools and Resources

(A pink background animates in on top. White text animates on screen letter-by-letter. The text “03” animates in large white text on the left. The title “Manulife Tools and Resources” animates in on the right side, each word on top of one another.)

You will get access to exclusive Manulife tools and resources, like Manulife’s Financial Wellness Assessment.

(The pink title page drops off the bottom of the screen to reveal a white background. A laptop enters from the right of the screen with the Manulife Financial Planning Resources website page open. A purple cursor animates on screen and clicks on the “Financial Wellness Assessment” button. The Financial Wellness Assessment webpage opens. The cursor clicks on the “Get started now!” button.)

4. More Money at Retirement

(A yellow background animates in on top. White text animates on screen letter-by-letter. The text “04” animates in large white text on the left. The title “More Money at Retirement” animates in on the right side, each word on top of one another.)

The sooner you start saving, the more money you’ll accumulate over the long term.

(The yellow title page drops off the bottom of the screen to reveal a white background. The text “START” animates on screen in the top left corner. The text “NOW” animates in beside it. A blue rectangle grows up from the bottom in the bottom left corner. The text “\$81,492” animates on top of the rectangle. The text “\$48,000 invested as \$200/month over 20 years” animates in to the right of the blue rectangle. A green rectangle grows up from the bottom to the right. The text “\$148,856” animates on top of the larger green rectangle. The text “\$48,000 invested as \$100/month over 40 years” animates in to the right

of the green rectangle. Disclaimer text fades into the bottom left corner that reads “For illustration purposes only, based on a net 5% rate of return.)

Your tomorrow starts today!

(The previous scene fades away. Blue fills the bottom half of the screen. A road animates on top of the blue bottom half. The green paper airplane flies back on screen from the left side and continues flying down the road. Mountains pop in on either side of the road as the airplane flies. The screen fades out to white.

The music fades out.

(The video ends with the Manulife logo animated sequence. The text “The Manufacturers Life Insurance Company 02/2019 25 Water Street, P.O. Box 396, Waterloo, ON, N2J 4A9” fades in at the bottom right. The screen fades to black.)