



David Longfritz

Senior Vice President and Chief Marketing Officer
John Hancock Financial Services



David Longfritz is Senior Vice President and Chief Marketing Officer for John Hancock Financial Services. In this role, he is responsible for brand communications and marketing functions to support John Hancock's business objectives, and meet company financial goals.

Previously, Mr. Longfritz was the General Manager of Retirement Income and Rollover Solutions from 2007 to 2011. He also was the marketing director of the variable annuity businesses for Manulife and John Hancock from 2000 to 2007.

Prior to joining Manulife Financial in 2000, Mr. Longfritz was a retail broker with Merrill Lynch and also worked in classical packaged goods, most notably at Procter and Gamble.

Mr. Longfritz graduated from the University of Maine with a B.A. and earned an M.B.A. from the University of Connecticut. He has completed Financial Analysis Training at the University of Chicago and the Leadership Development Program at The Center for Creative Leadership, Colorado Springs, Colorado.

About John Hancock Financial and Manulife Financial Corporation

John Hancock Financial is a unit of Manulife Financial Corporation, a leading Canada-based financial services group serving millions of customers in 21 countries and territories worldwide.

In 2012, John Hancock celebrates 150 years of serving clients across the United States, while Manulife celebrates its 125th anniversary.

Operating as Manulife Financial in Canada and in most of Asia, and primarily as John Hancock in the United States, Manulife Financial Corporation offers clients a diverse range of financial protection products and wealth management services through its extensive network of employees, agents and distribution partners. Manulife Financial Corporation trades as 'MFC' on the TSX, NYSE and PSE, and under '945' on the SEHK. Manulife Financial can be found on the Internet at www.manulife.com.

The John Hancock unit, through its insurance companies, comprises one of the largest life insurers in the United States. John Hancock offers a broad range of financial products and services, including life insurance, annuities, fixed products, mutual funds, 401(k) plans, long-term care insurance, college savings, and other forms of business insurance. Additional information about John Hancock may be found at www.johnhancock.com.