DRIVING DISTRIBUTION EXPANSION & REMARKABLE GROWTH FOR JOHN HANCOCK

VELOCITY ADVISORY GROUP

John Hancock is a leading U.S. life insurance company that provides a broad range of insurance, investment, and retirement solutions for individuals, families, and businesses. With a strong focus on distribution excellence and advisor partnerships, John Hancock helps customers plan for the future by protecting what matters most and supporting long-term financial well-being. The company is a U.S. brand of Manulife Financial Corporation, a global financial services group.

During a period of intense growth, the organization was going through their largest Regional Director team onboarding in their 160-year history and needed to align the team on best practices.

After going through Velocity Advisory Group's Sales Optimization Training and continued advisory support from the Velocity team, the Regional Director team finished the year with:

↑74% — **Sales up 74%** vs. goal (+20%) and a substantial increase in net new activated sellers

↑116% — Consistent growth with **new agents (+116% YoY)** and existing agents (+50% YoY) in the last 60 days of the year

"We can't believe how quickly the year has flown by since our partnership began in early 2025," said **Michelle Dauphinais**, Vice President, Head of Distribution for John Hancock. "[Velocity's] support has been instrumental in helping us achieve remarkable growth."

Not just the new RDs, the entire team saw impressive results:

Total Commissionable Premium (TCP):
110% of plan, +21% YoY

Annual Premium Equivalent (APE):
116% of plan, +25% YoY

Channel Growth:
Producer Groups +39%, BGA +20%, Alternative Channel +19%

"We're excited to build on the strong foundation we've established together … and we're ready to hit the ground running with Velocity for round 2! Thank you for being a vital part of our success," added **Dauphinais.**

John Hancock