

John Hancock Tax-Advantaged Dividend Income Fund

CE: HTD

Objective

A high level of after-tax total return from dividend income and capital appreciation

Use for

Tax-sensitive equity income

Morningstar category

Closed-End Allocation- 50% to 70% Equity

Strategy

Income emphasis

Typically investing at least 80% of assets in dividend-paying securities

Tax-conscious approach

Targeting securities paying dividends that typically qualify for a more favorable long-term capital gains tax rate

Utilities exposure

Typically emphasizes preferred and common securities in the high-dividend-paying utilities sector

Managed by¹

Manulife
Investment Management

Established asset manager with global resources and expertise extending across equity, fixed-income, and alternative investments as well as asset allocation strategies



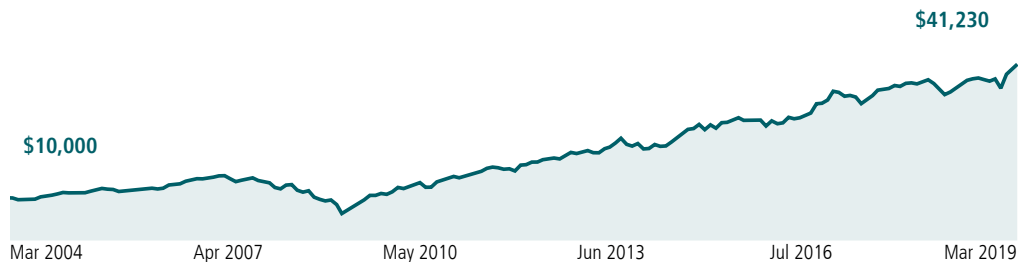
A dedicated institutional asset manager within the Wells Fargo Asset Management umbrella investing across equity, global, fixed-income, and alternative asset classes

Average annual total returns

	QTD	YTD	1 YEAR	3 YEAR	5 YEAR	10 YEAR	LIFE OF FUND	LIFE OF FUND DATE
Net Asset Value	15.74	15.74	19.50	9.32	11.26	19.88	13.24	2/27/04
Market Price	22.81	22.81	25.33	11.79	12.87	21.77	9.98	2/27/04
Blended Benchmark	9.22	9.22	11.02	7.05	8.40	12.70	4.89	—
Closed-end allocation- 50% to 70% equity category	13.44	13.44	8.83	8.68	6.04	12.63	6.78	—
EXPENSE RATIOS ²		GROSS		NET (WHAT YOU PAY)		CONTRACTUAL THROUGH		
Class CE	1.34%		1.34%		—			—

Growth of a hypothetical \$10,000 investment³

3/1/04 – 3/31/19



The chart illustrates the growth of a hypothetical \$10,000 investment in the fund's common shares based on net asset value beginning on the date noted with all distributions reinvested. The past performance shown here reflects reinvested distributions and is not a guarantee of future results. Your shares will fluctuate in value and, when redeemed, may be worth more or less than their original cost. The most current month-end performance may be higher or lower than the quoted performance and can be found at jhinvestments.com or by calling 800-843-0090.

Calendar year returns

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
At NAV	32.67	21.54	22.64	12.27	8.43	27.98	2.62	15.32	11.56	-2.19
Blended Benchmark	13.56	8.83	13.72	7.32	4.22	20.44	1.85	9.32	11.06	-0.45
Closed-end allocation- 50% to 70% equity category	35.30	16.04	2.35	14.69	12.93	14.39	-5.51	10.71	14.72	-8.13

The past performance shown here reflects reinvested distributions and does not guarantee future results.

10 largest holdings⁴

		%
1.	American Electric Power Company, Inc.	3.38
2.	Ameren Corp.	2.97
3.	ONEOK, Inc.	2.74
4.	BP PLC	2.65
5.	Interstate Power & Light Company	2.46
6.	Eversource Energy	2.44
7.	Black Hills Corp.	2.44
8.	Entergy Corp.	2.42
9.	DTE Energy Company	2.33
10.	Dominion Energy, Inc.	2.29

¹ As of 12/13/18, Wells Capital Management Inc. replaced its affiliate, Analytic Investors, Inc., as a subadvisor to the fund. There is no change to the fund's portfolio management team. ² Net expenses ratio reflect any applicable voluntary or contractual fee waivers and/or expense reimbursements/recoupment, which may be discontinued at any time. For more information on fee waivers and/or expense reimbursements, please see the expense table and footnotes in the prospectus. ³ Performance data shown excludes fees and expenses. The performance data would be lower if such fees and expenses were included. ⁴ Listed holdings are a portion of the fund's total and may change at any time. They are not recommendations to buy or sell any security. Data is expressed as a percentage of net assets and excludes cash and cash equivalents.

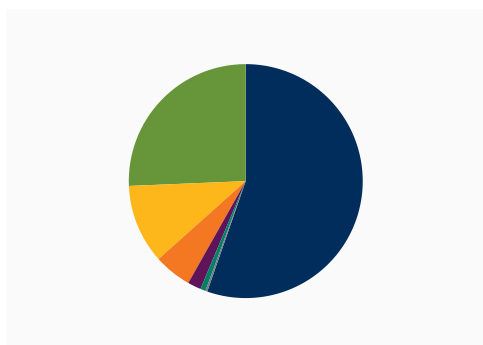
Morningstar ratings™⁵

Closed-End Allocation- 50% to 70% Equity

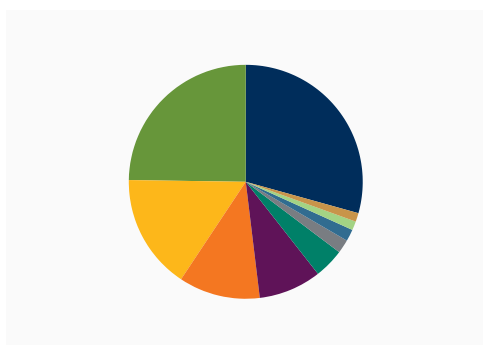
	OVERALL	3 YEAR	5 YEAR	10 YEAR
Rating	★★★★	★★★	★★★★★	★★★★
Number of funds	8	8	8	7

Overall rating is based on 3-, 5-, and 10-year Morningstar Risk-Adjusted Returns and accounts for variation in a fund's monthly performance. Other share classes may be rated differently. Hollow stars indicate Morningstar's extended performance rating.

Sector composition⁴



Largest industries⁴



Key facts

NAV (\$M)	25.73
Market price (\$)	24.8
Premium/discount ⁶ (%)	-3.61%
Total net assets ⁷	\$910.32 m
Total managed assets (\$M)	\$1.34 b
52-week market price range, high (\$)	\$24.80
52-week market price range, low (\$)	\$19.70
Number of holdings	107
% of total fund assets (leverage)	31.98%

What you should know before investing

As is the case with all exchange-traded closed-end funds, an investment in this fund may trade at a discount or premium to the fund's net asset value (NAV) and is subject to investment and market risks, including the possible loss of principal. Distribution levels are subject to change and may include a substantial return of capital, which is a return of some or all of a shareholder's investment in the fund. Fixed-income investments are subject to interest-rate and credit risk; their value will normally decline as interest rates rise or if a creditor, grantor, or counterparty is unable or unwilling to make principal, interest, or settlement payments. An issuer of securities held by the fund may default, have its credit rating downgraded, or otherwise perform poorly, which may affect fund performance. Investments in higher-yielding, lower-rated securities are subject to a higher risk of default. Liquidity may be impaired by reduced trading volume, heightened volatility, rising interest rates, and other market conditions. The fund's use of leverage may not be successful and creates additional risks, including heightened price and return volatility. Focusing on a particular industry or sector entails unique risks and may increase the fund's volatility. Derivatives transactions, such as hedging and other strategic transactions, may increase a fund's volatility and could produce disproportionate losses, potentially more than the fund's principal investment.

Please contact your financial professional if you are interested in purchasing shares of a closed-end fund. For current fund information, visit jhinvestments.com or call 800-843-0090. The fund's literature includes investment objectives, risks, fees, expenses, and other information that you should consider carefully before investing. For account information, call 800-852-0218.

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⁵ For each managed product, including mutual funds, variable annuity and variable life subaccounts, exchange-traded funds, closed-end funds, and separate accounts, with at least a 3-year history, Morningstar calculates a Morningstar Rating™ based on a Morningstar Risk-Adjusted Return that accounts for variation in a fund's monthly excess performance, placing more emphasis on downward variations and rewarding consistent performance. Exchange-traded funds and open-end mutual funds are considered a single population for comparative purposes. The top 10.0% of funds in each category, the next 22.5%, 35.0%, 22.5%, and bottom 10.0% receive 5, 4, 3, 2, or 1 star(s), respectively. The overall Morningstar Rating for a managed product is derived from a weighted average of the performance figures associated with its 3-, 5-, and 10-year (if applicable) Morningstar Rating metrics. The rating formula most heavily weights the 3-year rating, using the following calculation: 100% 3-year rating for 36 to 59 months of total returns, 60% 5-year rating/40% 3-year rating for 60 to 119 months of total returns, and 50% 10-year rating/30% 5-year rating/20% 3-year rating for 120 or more months of total returns. Star ratings do not reflect the effect of any applicable sales load. **Morningstar's extended performance** rating is calculated by adjusting the historical total returns of the oldest share class to reflect the fee structure of a younger share class, and then compounding the combined record of actual and adjusted performance into the 3-, 5-, and 10-year time periods necessary to produce Morningstar Risk-Adjusted Returns and a Morningstar Rating. Extended performance ratings do not affect actual Morningstar ratings; the overall ratings for multi-share class funds are based on actual performance only or extended performance only. Once a share class turns 3 years old, the overall Morningstar Rating will be based on actual ratings only. Adjusted historical performance is only an approximation of actual returns, and Morningstar's calculation methodology may differ from those used by other entities. Past performance does not guarantee future results. ⁶ Closed-end fund shares are not redeemable, but instead are traded in the secondary market and frequently trade at a discount to net asset value. Specialized funds may carry additional risks. ⁷ The difference between total managed assets and total net assets is due primarily to the fund's use of leverage through borrowings; net assets do not include borrowings.



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