

# Media Alert

**For Immediate Release**  
**January 12, 2021**

## **Manulife’s new digital campaign strengthens its commitment to helping Filipinos make every day better in 2021**

**Manila** — Leading global life insurer Manulife has launched a new digital campaign to reaffirm and strengthen its commitment to help Filipinos make every day better in 2021. The campaign kicks off with a digital film titled “Goodbye, Hello,” which Filipinos can now watch on Manulife Philippines’ official Facebook page and YouTube channel.

The film features the story of Miguel and his Lola Nora, as they prepare to take on 2021, following the challenges they faced in the previous year. The film touches on the importance of learning new things, and turning difficulties into opportunities.

“The year 2020 taught us a lot of things. Because of the pandemic, our values and priorities have changed. We focused on the truly essential, and realized what we must do to make our loved ones feel cherished and protected,” said Melissa Henson, Senior Vice President and Chief Marketing Officer of Manulife Philippines. “The new year gives Filipinos the opportunity to look back and look ahead at the same time, and we at Manulife Philippines are determined as ever to be with them in every step of their financial journey. As our new digital film aptly puts it—*when life stops, we keep going with you.*”

To help Filipinos cope with the challenges of 2020, Manulife Philippines has embarked on various initiatives, such as making its yearly renewable term insurance product more affordable; creating a flexible life and health insurance plan, HealthFlex, so Filipinos can customize their health coverage based on their needs; and upgrading its digital capabilities to help customers access their plans and equip its financial advisors to assist customers remotely. In 2021, Manulife aims to advance its efforts to make every day better for more Filipinos.

To know more about Manulife’s programs, visit their website at [manulife.com.ph](http://manulife.com.ph) or Facebook page at [www.facebook.com/ManulifePH](http://www.facebook.com/ManulifePH).

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### **About Manulife Philippines**

The Manufacturers Life Insurance Company opened its doors for business in the Philippines in 1907. Since then, Manulife's Philippine Branch and later The Manufacturers Life Insurance Co. (Phils.), Inc. (Manulife Philippines) has grown to become one of the leading life insurance companies in the country. Manulife Philippines is a wholly-owned domestic subsidiary of Manulife Financial Corporation, among the



world's largest life insurance companies by market capitalization. Learn more about Manulife Philippines by visiting their website [www.manulife.com.ph](http://www.manulife.com.ph) and following them on Facebook ([www.facebook.com/ManulifePH](http://www.facebook.com/ManulifePH)), Twitter (@ManulifePH), and Instagram (@manulifePH).

### **About Manulife**

Manulife Financial Corporation is a leading international financial services group that helps people make their decisions easier and lives better. With our global headquarters in Toronto, Canada, we operate as Manulife across our offices in Canada, Asia, and Europe, and primarily as John Hancock in the United States. We provide financial advice, insurance, and wealth and asset management solutions for individuals, groups and institutions. At the end of 2019, we had more than 35,000 employees, over 98,000 agents, and thousands of distribution partners, serving almost 30 million customers. As of September 30, 2020, we had \$1.3 trillion (US\$943 billion) in assets under management and administration, and in the previous 12 months we made \$31.2 billion in payments to our customers. Our principal operations are in Asia, Canada and the United States where we have served customers for more than 155 years. We trade as 'MFC' on the Toronto, New York, and the Philippine stock exchanges and under '945' in Hong Kong.

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