

# Media Alert

**For Immediate Release**  
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## **Manulife launches Every Day Better YouTube series to share life hacks that can help Filipinos thrive in the new normal**

**Manila, Philippines** — The Philippine arm of global life insurer Manulife has launched its first “Every Day Better” video series on its YouTube channel, with a pilot feature on celebrity couple and new parents Slater Young and Kryz Uy, who share practical money-saving hacks for parents and newlyweds that can help them save and build funds for their personal needs.

In the video, civil engineer and entrepreneur Slater Young gives viewers general house maintenance tips that will not break the bank and help solve the most common household problems. Meanwhile, fashion vlogger Kryz Uy shares how new moms can better take care of their families and manage their daily responsibilities, while making time for the things they are passionate about.

“During the pandemic, we have seen Filipinos are investing more time in learning new skills, and a lot of these learning activities take place online, on platforms like YouTube. According to our internal research, in 2020, 95% of Filipinos with internet access frequently use YouTube in search of entertaining and educational content like vlogs, how-to’s and tutorials to satisfy their multiple needs and consume more positive content,” said Melissa Henson, Manulife Philippines’ Chief Marketing Officer.

“With this in mind, we have partnered with several influencers to co-create insightful content that can help Filipinos be more financially prepared by making small adjustments to their daily activities. Through these collaborations, we aim to guide Filipinos in making better-informed decisions, which can help them navigate new realities with ease, and live every day better,” Henson added.

In the series’ first episode, the couple shares how they have revisited and tweaked their goals after being homebodies for more than a year. “Before the pandemic, our dream was to travel the world and explore new things. But staying at home most of the time made us realize that what we want the most is easy access to spaces of our own,” Uy said. “This is the time for us to reflect on how we want to spend our lives together as a couple, and build a better, safer, and happier family life together,” Young added.

Uy and Young discussed their roles and responsibilities, with the latter focusing on “hardware work,” or general house maintenance and fixtures, while Uy managing “software care,” or ensuring that people inside their home are happy and well. The division of labor has helped them



become more productive as a team, so that reaching their individual and collective goals is more manageable.

In upcoming episodes, Manulife will reveal more helpful hacks on financial planning and goal setting for all ages, health and lifestyle tips when transitioning into various life stages, and practical tips for holiday budgets and spends.

To watch their full video, as well as succeeding episodes of Manulife's Every Day Better video series, visit Manulife Philippines' YouTube channel at <https://www.youtube.com/myManulifePH>

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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 country's leading life insurance companies. 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 provider 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 our global wealth and asset management segment, Manulife Investment Management, serves individuals, institutions and retirement plan members worldwide. At the end of 2020, we had more than 37,000 employees, over 118,000 agents, and thousands of distribution partners, serving over 30 million customers. As of March 31, 2021, we had CAD\$1.3 trillion (US\$1.0 trillion) in assets under management and administration, and in the previous 12 months we made \$31.3 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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