

# Media Alert

For Immediate Release  
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## **Manulife joins 2023 MassKara Festival, strengthens business in the City of Smiles**

*The leading global life insurer inducts new agency leaders, expands recruitment efforts, and highlights innovative insurance solutions in Bacolod*

**Manila, Philippines** — The local arm of leading financial services provider Manulife recently sponsored major festivities at the 2023 MassKara Festival in Bacolod, one of the country's biggest festivals every year. Highlighting the Company's various life, health, investment and retirement offerings and expanding its recruitment campaign to the City of Smiles, Manulife reinforces its commitment to the province of Negros Occidental and demonstrates its strong position to financially secure more Filipinos across the country.

Manulife also hosted career orientation programs for Bacolod locals looking for new job or income opportunities, aiming to encourage festival attendees to start a meaningful and thriving career journey with Manulife, and help make insurance more accessible to Filipinos.

"Our presence in Bacolod as part of the MassKara Festival 2023 is part of our unwavering dedication to serve more Filipinos in the Visayas and beyond, and promote the importance of insurance as a way for customers to achieve their goals, prepare for uncertainty, ensure protection for themselves and their loved ones, and reach their financial aspirations," said Rahul Hora, President and Chief Executive Officer, Manulife Philippines.

"As the MassKara Festival celebrates and underscores a colorful and vibrant culture brimming with courage, hope and resilience, we at Manulife aim to empower more Filipinos to take charge of their health and finances so they can live confidently and make every day better," he added.

To learn more about the event visit, Manulife Philippines' website ([manulife.com.ph](https://manulife.com.ph)) and follow them on their social media channels (@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 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 [manulife.com.ph](https://manulife.com.ph) and following them on Facebook ([facebook.com/ManulifePH](https://facebook.com/ManulifePH)), Twitter (@ManulifePH), and Instagram (@manulifeph).

**About Manulife**

Manulife Financial Corporation is a leading international financial services provider, helping people make their decisions easier and lives better. With our global headquarters in Toronto, Canada, we provide financial advice and insurance, operating as Manulife across Canada, Asia, and Europe, and primarily as John Hancock in the United States. Through Manulife Investment Management, the global brand for our Global Wealth and Asset Management segment, we serve individuals, institutions, and retirement plan members worldwide. At the end of 2022, we had more than 40,000 employees, over 116,000 agents, and thousands of distribution partners, serving over 34 million customers. We trade as 'MFC' on the Toronto, New York, and the Philippine stock exchanges and under '945' in Hong Kong.

Not all offerings are available in all jurisdictions. For additional information, please visit [manulife.com](https://manulife.com).

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