

Press Release

For Immediate Release
March 21, 2025

Manulife Philippines and Haribon Foundation Kick Off 2025 with Seedling Preparation Efforts

A total of 1,000 seedlings were prepared to be planted in Tanay, Rizal

MANILA, Philippines — Colleagues of Manulife Philippines, the local arm of leading international financial services provider Manulife, prepared 1,000 native tree seedlings in Sto. Niño Integrated School, Tanay, Rizal last February, in partnership with Haribon Foundation, a pioneering environmental conservation organization. This is part of conservation efforts to protect the Sierra Madre mountain range, one of the most biodiverse-rich areas in the country and is known to be a natural barrier against typhoons that may hit Luzon.

This native tree seedling preparation initiative underscores Manulife’s commitment to accelerating a more sustainable future, aligned to our [Impact Agenda](#).

“The Impact Agenda supports our commitment to environmental and financial stewardship, which helps us contribute to a better world. Through our partnership with the Haribon Foundation, we can actively put in the effort to restore forests in key areas like the Sierra Madre Mountain Range to improve soil nutrition and reduce the climate risks faced by our communities,” shared **Rahul Hora, President and Chief Executive Officer, Manulife Philippines**.

Arlie Endonila, Chief Operating Officer, Haribon Foundation, added: “Our partnership with Manulife Philippines highlights the importance of collaboration and shared responsibility to drive concrete action. Forest conservation requires a sustained, holistic effort from the private sector, non-government, and local communities to plant and tend to native trees, and propagate nurseries in the right places. We thank Manulife for the collaboration, which helps us protect and restore our country’s diverse ecosystems.”

Volunteers from Manulife Philippines, Haribon Foundation, and residents from Barangay Sto. Nino will plant the seedlings during the planting season from June to November 2025. To date, Manulife Philippines has planted 21,250 seedlings across 17 hectares of land in the provinces of Rizal, Zambales, and Quezon.

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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 and following them on Facebook (facebook.com/ManulifePH), Twitter (@ManulifePH), and Instagram (@manulifePH).

About Manulife

Manulife Financial Corporation is a leading international financial services provider, helping our customers make their decisions easier and lives better. With our global headquarters in Toronto, Canada, we operate as Manulife across Canada, Asia, and Europe, and primarily as John Hancock in the United States, providing financial advice and insurance for individuals, groups and businesses. Through Manulife Wealth & Asset Management, we offer global investment, financial advice, and retirement plan services to individuals, institutions, and retirement plan members worldwide. At the end of 2024, we had more than 37,000 employees, over 109,000 agents, and thousands of distribution partners, serving over 36 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.

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