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Manulife champions innovation as it partners with IMMAP for Digicon Omni 2020

Manila – Manulife Philippines has partnered with the Internet and Mobile Marketing Association of the Philippines (IMMAP) to bring the world’s leading voices in digital, marketing, and leadership to this year’s Digicon Omni 2020, happening from October 5 to 9, 2020.

Headlining the event are: Eric Ries, the New York Times best-selling author, entrepreneur and creator of the Lean Startup methodology, which has become a global movement in business; and Seth Godin, marketing guru and author of 19 best-selling books, including *The Dip*, *Linchpin*, *Purple Cow*, *Tribes*, and most recently the international best-seller *This is Marketing*, and the man behind *Seth’s Blog*, one of the most popular blogs in the world.

As co-presenter of this year’s Digicon keynote speaker, Manulife Philippines is also hosting an exclusive session for select customers, business partners, agents and employees, where Ries will discuss how professionals and businesses can harness innovation to respond to today’s challenges. Ries’ Lean Startup methodology inspired his follow-up books *The Leader’s Guide* and *The Startup Way*, and his founding of the *Long Term Stock Exchange (LTSE)*, which was launched in September 2020 as the first and only national securities exchange built to serve companies and investors who share a long-term vision.

“The COVID-19 pandemic has prompted businesses from all industries to fast-track their digitalization efforts to continue operating and serving customers, amid the evolving global situation. To help guide them in this journey and identify opportunities for growth and innovation, we are delighted to have partnered with IMMAP to bring together global thought leaders, and share relevant insights and experiences,” said Richard Bates, President and CEO Manulife Philippines. “Manulife is always looking for avenues to cultivate a culture of innovation where it operates and does business, so every day we can help customers live better.”

Other notable speakers at Digicon Omni 2020 include Angela Duckworth (Author of *Grit* and Founder and CEO of Character Lab, a non-profit organization whose mission is to advance the science and practice of character development), Rishad Tobaccowala (Author of *Restoring the Soul of Business: Staying Human in the Age of Data* and Senior Adviser to Publicis Groupe), and John Maeda (Technologist, Designer, and Chief Experience Officer of Publicis Sapient).

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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 and following them on Facebook (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 June 30, 2020, we had \$1.2 trillion (US\$0.9 trillion) in assets under management and administration, and in the previous 12 months we made \$30.6 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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