

# Media Alert

For Immediate Release  
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## The future is in insurance: Manulife boosts recruitment drive to meet rising customer demand for life and health protection

**Manila, Philippines** — In [Manulife's recent Asia Care Survey](#), 80% of Filipinos surveyed have expressed interest in purchasing insurance products as they take charge of their health and finances amid inflation. However, the Philippines' current insurance ownership (59%) is still the lowest among Asian markets surveyed.

To help bridge this gap and enable more Filipinos to access affordable and relevant insurance solutions, leading international financial services provider Manulife has intensified its agency expansion campaign, supported by a [digital film](#) and various recruitment activities across the country. This initiative aims to provide employment to Filipinos who have worked in sectors affected by economic challenges and uncertainty; additional sources of income to those grappling with multiple financial responsibilities; and fresh graduates aiming to enter the tight job market.

"We at Manulife are taking bigger and bolder steps to expand our agency force in the Philippines to make it easier for our customers to gain access to financial experts who can help guide them with the right life and health insurance products for their unique protection needs," said Rahul Hora, President and Chief Executive Officer, Manulife Philippines. "We also want to provide more Filipinos fulfilling careers that can help them achieve their financial goals. By starting their meaningful career journey with Manulife, they have the opportunity to thrive in an inclusive and high-growth environment, regardless of their professional background. Manulife is also strongly positioned to provide our advisors with the necessary training and tools as our "life champions," while serving Filipinos when it matters most."

The campaign kicked off with a [digital film](#) featuring inspirational stories from some of the company's top-performing financial advisors on how their Manulife journey has helped them achieve their dreams and pursue their passions. In the film, they shared how a career at Manulife has also given them the opportunity to save enough to buy their dream home, reinvent themselves – "have more freedom, have unlimited income potential, work flexible hours, and be their own boss" – explore new cultures and travel the world, and build a comfortable life for their loved ones.

Most importantly, Manulife financial advisors – who came from different professional backgrounds ranging from banking and education to fresh university graduates, aviation, and health services – also shared how "enriching and fulfilling it is to transform the lives of people, by being part of their customers' journey towards financial stability."



Manulife continuously provides certification and training programs to their financial advisors to equip them with the latest and most relevant expert and practice-based financial knowledge. Recently, Manulife partnered with Wealth Management Center to further empower its agency force with holistic and comprehensive programs on health and life insurance, investment, and estate planning, as well as strengthen its wealth proposition through the Unit Investment Trust Funds (UITFs) of Manulife Investment Management and Trust Corporation.

Manulife has thousands of financial advisors nationwide, helping Filipinos plan for their financial future with a wide range of innovative and relevant insurance solutions.

For those interested in becoming a Manulife financial advisor, visit [manulife.com.ph/about-us/careers/financial-advisors.html](http://manulife.com.ph/about-us/careers/financial-advisors.html). To learn more about Manulife's recruitment activities, visit [facebook.com/ManulifePH](https://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 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](http://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](http://manulife.com).

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