

News Release

For Immediate Release
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Manulife HealthFlex receives Silver Award for Excellence in Integrated Marketing at first-ever Marketing Excellence Awards - Philippines

The insurer's financial literacy program Peso Smart also named a finalist for Excellence in Corporate Social Responsibility

Manila, Philippines — The Philippine arm of leading global financial services group Manulife was recently recognized at the Marketing Excellence Awards 2021 - Philippines for HealthFlex, receiving a Silver Award for Excellence in Integrated Marketing Strategy. The award recognized the company's outstanding use of a full suite of marketing tools and channels to successfully drive its business objectives.

"We are honored to be recognized for our marketing strategy around HealthFlex, as we aim to effectively communicate the importance of having relevant financial protection against life's uncertainties," said Melissa Henson, Chief Marketing Officer, Manulife Philippines. "HealthFlex is a product innovation brought to life by transforming customer insights into meaningful proposition that is aligned with Filipinos' evolving needs. At Manulife, we take to heart our goal of making every day better for our customers. By empowering them to take charge of their health, finances, and overall well-being, we can help them protect those that matter to them most."

Manulife is focused on empowering sustained health and wellbeing. That's why HealthFlex is designed as a highly customizable insurance product that gives customers the flexibility to select the right critical illness protection for them and enhance their coverage by adding optional benefits. Prior to its development, Manulife launched its 2020 health study, "[Understanding Filipino Sentiments Toward Health and Critical Illness](#)," which surveyed over 500 Filipinos across the country and revealed heightened awareness among Filipinos of the importance of prioritizing their health amid the pandemic. These insights informed HealthFlex's key design. As part of HealthFlex's integrated marketing communications initiatives, Manulife leveraged a mix of traditional, digital and social media, including organizing the public webinar, "[Flex Your Future: Personalize your journey to health and wellness](#)", where celebrity guests shared their health goals, habits, and personal experiences, to give Filipinos insights into starting their own wellness journeys.

At the inaugural awards, Manulife Philippines' financial literacy program Peso Smart was also a Finalist under the Corporate Social Responsibility category, which recognizes the best marketing campaign or initiative for a charity or cause that makes a positive impact on society. Peso Smart started as face-to-face classes for public elementary school children in 2017 and has evolved to



distance learning since 2020, to adapt to the demands of the pandemic. More than 200 students have graduated from the program since its inception.

The first-ever Marketing Excellence Awards - Philippines is organized by Marketing Magazine, Asia's leading source of advertising, marketing, and media news.

For more information about HealthFlex or Peso Smart, visit www.manulife.com.ph.

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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 provider that helps 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. Our principal operations are in Asia and 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. In the previous 12 months we made CAD\$31.8 billion in payments to our customers.

Not all offerings are available in all jurisdictions. For additional information, please visit manulife.com.

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