

Media Alert

For Immediate Release
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Manulife introduces new brand ambassador Anne Curtis to help Filipinos achieve and ‘Anne-lock’ life goals

Manila, Philippines – Manulife Philippines, the local arm of international financial services provider Manulife, officially launched actress, host, mom and entrepreneur Anne Curtis as its newest brand ambassador, to help empower Filipinos to achieve their goals through its wide range of insurance solutions for life protection, health and well-being, and financial security.

As the newest face of Manulife Philippines, Curtis leads the charge in encouraging more Filipinos to pursue their goals with confidence and ‘Anne-lock’ their most meaningful achievements. Through this partnership, Anne Curtis joins Manulife’s team of A-list celebrity endorsers, which includes Olympic Gold Medalist Hidilyn Diaz.

Curtis will help drive Manulife’s premier suite of products that cater to customers’ unique goals, needs, and budget -- helping them make decisions easier with plan options most relevant to them.

“Anne Curtis is an inspiring example of a young Filipino dedicated to achieving various goals in life. Wearing many hats, she is one of today’s most accomplished and influential celebrities. Her roles as a wife and mother who works hard for her family, while pursuing her professional goals, nurturing her well-being, and cultivating a comfortable future represent what many Filipinos take on every day,” said Melissa Henson, Chief Marketing Officer, Manulife Philippines. “By partnering with Anne, we can inspire more Filipinos who share similar goals and empower them to be goal makers. Manulife life insurance plans can help them achieve their aspirations, as these are designed to match their lifestyles, priorities and financial capabilities.”

Curtis added: “Despite life’s uncertainties, accomplishing items on your major ‘to-do’ list has become easier and more empowering with Manulife’s broad range of life and health insurance plans. These can help you achieve your most important goals and become a goal maker – whether it’s protecting your family, taking care of your health and well-being,



growing your wealth, enjoying a comfortable retirement, or ensuring financial stability in your business ventures. There really is a Manulife insurance plan that's suitable for every life goal!"

"Whether these priorities change over time, I am confident that Manulife will have our back, and will be with us every step of the way," Curtis said.

Manulife has been in the Philippines since 1907, and as one of the leading and most trusted life insurance companies in the country, Manulife remains committed to listening to its customers and learning more about their financial habits and priorities to offer best-in-class and innovative solutions tailor-fit to address their ever-changing needs, while making products more affordable, accessible, and relevant to every Filipino.

Manulife's latest digital film featuring Anne Curtis is now available to stream on Manulife's Facebook page (www.facebook.com/ManulifePH) or [YouTube channel](#). To learn more about Manulife's products and services, you may 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 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 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](https://www.manulife.com).

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