

Press Release

For Immediate Release
May 4, 2022

Manulife awarded Trusted Brand in the Philippines by Reader's Digest for the fourth time

Manila, Philippines — Manulife Philippines, a subsidiary of international financial services provider Manulife, has been named one of the country's Trusted Brands for 2022, [winning a Gold Award](#) in the insurance category. This is the fourth time that the company has been recognized in the category since 2017.

Marking its 24th year, the Trusted Brands Awards celebrates brands that Asian consumers trust the most, and which uphold solid local connections in their markets, testifying to their reliability, integrity, and relevance to their customers.

“At Manulife, we listen to our customers, so we can develop and offer relevant, best-in-class solutions to support their health and financial well-being,” said Melissa Henson, Chief Marketing Officer, Manulife Philippines. “By keeping in mind their varying needs and priorities, and their unique life journeys, we are able to create new opportunities to connect with them, building and sustaining customer trust even in the most uncertain times.”

Henson added that the continued trust in Manulife's products and services by Filipinos reaffirms their mission to help make decisions easier and lives better. Making insurance easier to understand also helps more Filipinos get protected and gain greater financial security. “We thank Reader's Digest for this award, as this serves as a testament to how obsessing about our customers and putting them at the front and center can help make their lives better every day.”

Reader's Digest commissioned market research company Catalyst Research to conduct a study for the Trusted Brands awards, where about 8,000 participants were asked to name brands that they “trust above all others.” Each brand was rated based on six attributes: trustworthiness and credibility, quality, value, understanding of customer needs, innovation, and social responsibility. The survey was administered in 2021 in five markets in Asia: the Philippines, Singapore, Malaysia, Hong Kong, and Taiwan.

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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.

Media Contacts:

John Robert Sion
Manulife Philippines
john_robert_sion@manulife.com

Dessa Virtusio
Virtusio PR International, Inc.
(+632) 631-9479
dessa@virtusio.com