

Press Release

For Immediate Release
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Erwan and Dahlia Heussaff join Anne Curtis as Manulife's newest brand ambassadors to promote better futures for Filipino families

MANILA, Philippines — Manulife Philippines officially welcomes Erwan and Dahlia Heussaff as its newest brand ambassadors, helping to promote wellness and financial security for Filipinos.

Erwan and Dahlia will champion better health and life protection for Filipino families through Manulife's broad and comprehensive range of insurance products. Erwan and his daughter, Dahlia join Anne Curtis, an actress, TV host and mother who became Manulife's brand ambassador in 2022.

Erwan is a Filipino restaurateur and a multi-award winning cultural storyteller, helping redefine food and cultural media in the Philippines. His brands — The Fat Kid Inside and FEATR Media — have gained various recognitions, including a 2023 James Beard Award.

"Erwan and Anne are accomplished individuals in their respective fields, but caring for their family has remained a priority amid their busy careers. As parents, Anne and Erwan have shared the importance of financially protecting Dahlia and securing their family's future, and Manulife is delighted to be their partner," said **Sonali Verma, Chief Marketing Officer, Manulife Philippines**.

Financial awareness and better money habits start at home

Beyond their roles as Manulife brand ambassadors, the Heussaffs are taking financial literacy to heart at home. Erwan plans to introduce a chore-based allowance system to four-year-old Dahlia, laying the early groundwork that can help her develop smart money habits at a young age. Their hands-on approach to financial education coincides with a much-needed shift toward family-based money management financial learning among Filipino families.

"With Anne and Erwan's individual and collective influences, we hope to inspire and enable more Filipinos to achieve their personal and financial goals. As one of the longest-serving financial services brands in the country, Manulife is ready to meet our customers where they are and provide the tools to guide them toward financial security and a more resilient future," Verma added.



“Our Manulife insurance policies have been an integral part of taking care of our family and preparing for Dahlia’s future. I hope that we can inspire families like ours to pursue their goals and unlock meaningful opportunities with the help of a trusted partner, such as Manulife,” said Curtis.

“I’m excited to collaborate with Manulife as their brand ambassador to encourage more Filipinos to lead healthier lifestyles, helping them set their sights on better days – one milestone at a time. And I’m happy to know that there’s a Manulife plan for all of life’s milestones, from protecting your family’s health and funding your child’s education, to preparing for your golden years,” Heussaff added.

Recently, Erwan was a featured speaker at a press conference launching the firm’s newest study [“In Wellness and In Health: Navigating the Landscape of Health, Well-being, and Financial Preparedness in the Philippines”](#), alongside Manulife Philippines President and Chief Executive Officer Rahul Hora.

The local arm of international financial services provider Manulife, Manulife Philippines is one of the leading and most trusted life insurance companies in the country. Manulife Philippines is committed to offering Filipino customers best-in-class and innovative financial solutions tailor-fit to address their personal needs and goals.

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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 and following them on Facebook (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 2023, we had more than 38,000 employees, over 98,000 agents, and thousands of distribution partners, serving over 35 million customers. We trade as ‘MFC’ on the Toronto, New York, and the Philippine stock exchanges, and under ‘945’ in Hong Kong.

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