

Press Release

*For Immediate Release
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Manulife Philippines, Erwan Heussaff Continue Video Series with Special Feature on Environmental Conservation Efforts in Quezon Province

- *New video showcases community impact of Manulife’s strengthened partnership with Haribon Foundation*
- *Extended partnership extends support to several micro-enterprises in Quezon Province*
- *Through the Impact Agenda partnership with Haribon and its Forests for Life program, Manulife aims to scale its nature-based solutions to help accelerate a sustainable future for all*

MANILA, Philippines — Manulife Philippines, the local arm of leading international financial services provider Manulife, and its brand ambassador, Erwan Heussaff, launched their newest collaborative video featuring the environmental conservation efforts in Quezon Province.

The video, now live on [FEATR’s YouTube channel](#), also highlights how sustainable farming and conservation work in these communities have created opportunities for more stable income streams for community members while allowing them to rebuild the ecosystems future generations will inherit.

Manulife makes investing in forests a priority because it believes that a healthier planet means healthier people. Through its global Impact Agenda initiative, Manulife is committed to continuing to scale its nature-based climate solutions to help combat forest cover loss and protect related livelihoods. The Philippines has lost approximately 140,000 hectares of mangrove forests since 1920. Quezon Province, which faces the Philippine Sea, regularly experiences typhoons that make mangrove restoration critical for coastal protection.

“One of the reasons we decided to partner with Manulife Philippines was their dedication to their Impact Agenda, where they have a mission of creating a better tomorrow for business, communities, and ultimately, for the planet,” Heussaff shared in the video.

The video shows how local farmers have taken a more active role in efforts to reforest Sierra Madre, which is considered a natural barrier against typhoons, with the help of the Haribon Foundation, a non-profit organization that works to protect and restore biodiversity and natural resources. Since 2022, Manulife Philippines and Haribon have planted over 21,250 native tree seedlings across 17 hectares in Luzon provinces. Their partnership now includes mangrove restoration efforts in Quezon Province, with plans to plant 15,000 mangrove seedlings over three years.

“Our ridge-to-reef approach forms part of our holistic efforts to connect different ecosystems in the Sierra Madre mountain range. By protecting the Sierra Madre and our mangrove systems, we also protect the Filipino families who depend on them for livelihood,” said **Nova Regalario, Conservation Specialist, Haribon Foundation.**

Lasting impact to communities

In the new video, Heussaff highlights these benefits to the local community. He first visits the women of *Kalipunan ng Liping Pilipina* (KALIPI) running a thriving cacao tablea business in Real Quezon. There he meets entrepreneur Merissa Marquez who demonstrates their cacao tablea production process, turning locally sourced cacao into chocolate tablets. For Marquez, the collaboration between Haribon Foundation and KALIPI has empowered women in their community.

“Before, we used to import cacao from other places. When we became part of KALIPI and started working with Haribon, we realized we could produce our own *tablea* and provide business opportunities for women,” shared Marquez.

Heussaff also learned to cook traditional dishes with local ingredients sourced from these restored ecosystems. He prepared *sinigang na baboy* with *katmon* fruits found in reforested areas and *sinantolan na alimango* using crabs that thrive in healthy mangrove nurseries.

“What really struck me was seeing how important these natural resources are to the locals and their cuisine,” shared Heussaff. “The crabs come from healthy mangroves, the *katmon* fruits from reforested areas. It made me realize how we need to put more effort into protecting our environment if we want to safeguard Filipino culture for future generations.”

“What’s remarkable about these communities is how they’ve turned environmental challenges into real livelihood opportunities, which we hope will contribute to their upward economic mobility,” said **Rahul Hora, President and Chief Executive Officer, Manulife Philippines.** “This collaboration in Quezon Province aligns perfectly with our Impact Agenda—our commitment to empowering sustained health and well-being, driving



inclusive economic opportunities, and accelerating a sustainable future. We want to continue supporting local communities like KALUPI through conservation efforts that create lasting economic benefits for families and protect the environment for future generations."

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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 our customers make their decisions easier and lives better. With our global headquarters in Toronto, Canada, we operate as Manulife across Canada, Asia, and Europe, and primarily as John Hancock in the United States, providing financial advice and insurance for individuals, groups and businesses. Through Manulife Wealth & Asset Management, we offer global investment, financial advice, and retirement plan services to individuals, institutions, and retirement plan members worldwide. At the end of 2024, we had more than 37,000 employees, over 109,000 agents, and thousands of distribution partners, serving over 36 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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