

Press Release

For Immediate Release
April 25, 2024

Manulife Philippines Appoints New Chief Marketing Officer & Chief Human Resources Officer, Strengthening Its Digital, Customer-Centric Propositions and Winning Culture

Manila, Philippines — The Philippine arm of leading global financial services provider Manulife recently announced the appointment of Sonali Verma as the company’s new Chief Marketing Officer (CMO) and Ardhi Lufti Siregar as its new Chief Human Resources Officer (CHRO).

With extensive background as Manulife’s former Head of Digital Customer Experience and Innovation for Asia Bancassurance, Sonali Verma brings over 18 years of leadership experience in bank partnerships, customer experience, and digital innovation. In her previous role, she led pioneering efforts in the digital bancassurance space, including the successful creation of the Manulife-DBS Bank digital channel and the first digital protection solution with Techcombank in Vietnam. As Manulife Philippines’ CMO, Verma will drive innovative marketing strategies to help Manulife strengthen its customer propositions through health and life protection, and retirement solutions; drive digitalization initiatives, customer-centric propositions, community investments and Impact Agenda; and reinforce overall brand reputation and industry leadership.

“As our new CMO, Sonali’s track record of delivering results amid innovation and development trends in the insurance space proves her leadership capability to empower our distribution teams with dynamic, relevant, and data-driven programs, accelerating our journey towards becoming the most digital, customer-centric global company in our industry,” said Rahul Hora, President and Chief Executive Officer, Manulife Philippines.

Ardhi Lufti Siregar, as the company’s new CHRO, expands his decade of leadership experience spanning banking, technology, and insurance. He previously served as the head of Human Resources for Manulife Business Processing Services in the Philippines, and as Manulife Indonesia’s CHRO. As part of Manulife’s senior leadership team, Siregar will be pivotal in driving Manulife’s culture, talent strategy and employee engagement; enhancing its talent acquisition and retention; and strengthening diversity, equity, and inclusion in their workforce.

“Driven by his extensive leadership experience and expertise in fostering an inclusive and empowering culture, Ardhi will be instrumental in our ongoing efforts to attract and retain top



talent, and build on our winning team to accelerate our goals for our customers and other stakeholders. We welcome Ardhi's addition to our top management as we continuously sustain a supportive and inclusive workplace where everyone feels valued and inspired to reach their full potential," Hora added.

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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 that helps people make their decisions easier and live 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.

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

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