

Media Alert

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Manulife launches “Define the Relationship,” a digital short directed by award-winning filmmaker Antoinette Jadaone

Manila — The Philippine arm of global life insurer Manulife Philippines has recently launched its newest digital film, “Define the Relationship,” a tale about two people who did not let relationship labels define them, directed by award-winning filmmaker Antoinette Jadaone.

The film, which also features a song by performer and songwriter Moira Dela Torre, “We and Us,” tells the story of two friends who have developed deeper feelings for each other over time, but whose relationship status remains a mystery to those around them. Throughout their journey together, the couple seemed to have ticked the proverbial boxes – public display of affection, present during each other’s milestones, and supportive of each other through life’s ups and downs. So, Define the Relationship begs the question: What kind of future awaits a commitment that is not bound by labels?

"In the midst of life’s uncertainties, it has become more important to us to be secure about the things that truly matter. Through this film, directed by the very talented Antoinette Jadaone, we offer a fresh, romantic take on how young Filipinos today are more confident and empowered to take charge of their future, especially in finding and choosing to love on their own terms,” shared Melissa Henson, Chief Marketing Officer, Manulife Philippines. “When a couple takes bold and necessary steps to protect each other and build a future together, we are reminded that it may be all the certainty they need.”

In Manulife’s latest study, “[Know Your Ys and Zs: A Closer Look at the Financial and Mental Well-Being of Filipino Millennials and Gen Zs.](#)” these generations recognize the role of financial preparedness to build a secure future and achieve financial peace of mind. In fact, 92% of Gen Zs consider buying insurance in the next 1-2 years, and 79% of millennials have become investment-savvy and are looking to grow their money. Such behavioral shift can show how the pandemic has sped up many Filipinos’ “adulting” process, as financial protection plays a key role in helping secure their future.

"We at Manulife are always focused on helping our customers protect themselves and their loved ones, no matter their relationship status or where they are in their life journey. As their behaviors and priorities evolve, we also grow with them – helping ease their worries, addressing their unique needs, and genuinely committing to make their every day better," Henson added.



Define the Relationship is currently streaming on Manulife Philippines' [Facebook page](#) and [YouTube channel](#).

For more information about Manulife's products and services, 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 operate as Manulife across our offices in Canada, Asia, and Europe, and primarily as John Hancock in the United States. We provide financial advice, insurance, and our global wealth and asset management segment, Manulife Investment Management, serves individuals, institutions and retirement plan members worldwide. At the end of 2020, we had more than 37,000 employees, over 118,000 agents, and thousands of distribution partners, serving over 30 million customers. As of June 30, 2021, we had CAD\$1.3 trillion (US\$1.1 trillion) in assets under management and administration, and in the previous 12 months we made \$31.3 billion in payments to our customers. Our principal operations are in Asia, 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.

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