

Press Release

For Immediate Release
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Manulife’s HealthFlex & Peso Smart win at the 19th Philippine Quill Awards

Manila, Philippines — Manulife Philippines, the local arm of international financial services provider Manulife, was recently recognized at the prestigious 19th Philippine Quill Awards for the integrated marketing campaign of its highly customizable insurance product HealthFlex, and its financial literacy program Peso Smart.

As the country’s premiere awards in business communication, Philippine Quill honored Manulife with Awards of Merit under the Marketing, Advertising, and Brand Communication and Corporate Social Responsibility (CSR) categories.

“By keeping ourselves informed of the evolving needs and priorities of Filipinos, we are able to design innovative and relevant products and services, as well as positively impact the lives of our customers and communities,” said Melissa Henson, Chief Marketing Officer, Manulife Philippines. “HealthFlex, our highly customizable insurance plan for critical illness protection, was developed to respond to Filipinos’ heightened awareness of health and well-being amid the pandemic. Meanwhile, Peso Smart was created to empower the Filipino youth through financial literacy, teaching them how to be smarter with their finances at an early age. The recognitions we received from the Quill Awards reaffirm these commitments so we can help make decisions easier and lives better for more Filipinos.”

[HealthFlex](#), an affordable and customizable health insurance plan, allows customers to choose their critical illness coverage depending on their needs and budget. To support HealthFlex’s launch and promotion, and highlight its unique proposition, Manulife Philippines implemented a full-suite brand, communications, and digital campaign, anchoring on thought leadership and customer insights, and leveraging innovative marketing tools and strategy to inform customers and the general public.

[Peso Smart](#) is Manulife’s award-winning financial literacy program that started as a series of face-to-face classes for public school elementary students in 2017. Since the pandemic, Manulife has expanded and evolved the program to cater to additional schools nationwide, university students, teachers, and parents, to address the needs of remote learning, and to empower more Filipinos



through financial education. To date, more than 400 Peso Smart learners have graduated from the program.

The Philippine Quill Awards, organized by the International Association of Business Communicators (IABC), has honored the most reputable organizations and corporations in the nation for almost two decades, emphasizing the use of excellent communication to achieve business goals and make a positive difference in society.

To know more about Manulife Philippines, 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 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 2021, we had more than 38,000 employees, over 119,000 agents, and thousands of distribution partners, serving over 33 million customers. Our principal operations are in Asia and Canada, and the United States, where we have served customers for more than 160 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\$32.7 billion in payments to our customers.

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

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