

# Media Alert

For Immediate Release  
February 21, 2022

## **Supercharged for the future: Manulife, with the support of adidas Philippines, helps enrich Filipinos' future with a boost**

**Manila, Philippines** — In celebration of its 115th year in the Philippines, and the launch of FutureBoost, a flexible insurance plan that provides customers with rewards and bonuses that can maximize policy value, Manulife has partnered with global sportswear brand adidas through its Double Boost campaign. The leading global life insurer will be giving away pairs of adidas UltraBoost sneakers and adidas store vouchers to those looking to charge up their future.

“For Filipinos who want to power up the path to their goals, FutureBoost is an affordable and flexible life and financial protection plan specially designed to provide them with the opportunity to boost their coverage as their life goals and priorities evolve,” said Melissa Henson, Chief Marketing Officer, Manulife Philippines. “With the support of adidas, one of the world's leading sportswear brands, we're excited to introduce this innovative insurance plan to help empower Filipinos to take charge of their lives, reach for their goals, and maximize their strength and abilities so they can build a future that they can be proud of.”

Jennianne Dacasin, adidas Philippines Brand Activation Senior Manager, added: “We at adidas believe in harnessing the power of sport to help people discover their limitless potential, on and off the field of play. By supporting Manulife in this initiative, we also show our support for all Filipinos as they tap into their inner athlete, live with the mindset of a champion, and gain confidence to focus on their goals so they can own their game – whether in sport or life -- and better secure their future.”

The Double Boost campaign raffle is open to all Manulife and non-Manulife policyholders who can set an appointment about FutureBoost with a Manulife financial advisor **from February 21 to March 31, 2022**. After a successful product presentation, participants will earn one raffle entry for a chance to win a pair of adidas UltraBoost or adidas store vouchers worth Php1,500. New customers may click on the adidas UltraBoost Promo poster link found on Manulife's Facebook



page to set an appointment, while existing policyholders may get in touch with their financial advisor. Raffle draw winners will be announced in May 2022.

For more details about the promo, visit the campaign page <https://manulife.pub/manulifexadidas>, Manulife Philippines' [Facebook page](#), or its website at [www.manulife.com.ph](http://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](http://www.manulife.com.ph) and following them on Facebook ([www.facebook.com/ManulifePH](http://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. Our principal operations are in Asia and 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. In the previous 12 months we made CAD\$31.8 billion in payments to our customers.

Not all offerings are available in all jurisdictions. For additional information, please visit [manulife.com](http://manulife.com).

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