

Media Alert

For Immediate Release
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Manulife’s new digital short, “Firsts,” encourages Filipinos to face the year with renewed hope and opportunities

Manila — Manulife Philippines recently launched its newest digital short film, “**Firsts**,” which encourages Filipinos to remain hopeful despite uncertainties, and to look forward to a future filled with “new firsts.”

“The path forward may seem rough and uneven, as we are still dealing with or recovering from the challenges brought by the pandemic. Despite this, we at Manulife believe that we need to continue to look forward – reaching for our goals and dreams for a better future. We want to share that sense of hope with Filipinos,” said Melissa Henson, Manulife Philippines’ Chief Marketing Officer.

“Our new digital film aims to inspire Filipinos to find strength, courage and gratitude from past experiences, no matter how difficult, and believe that they can rebuild, thrive and bounce forward. By taking challenges as opportunities to be braver and stronger, we can all take the first step towards whatever comes next, and make every day better. Life may not be how it used to be, and challenges will be certain, but Manulife reminds everyone that life will always be worth seeing through,” Henson added.

“**Firsts**” can be streamed on Manulife’s [Facebook page](#) or [YouTube channel](#).

For those who want to take that first bold step towards financially securing their future, Manulife Philippines offers a wide range of award-winning products and services specially designed to respond to Filipinos’ evolving needs. For more information, 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, our global wealth and asset management segment, we serve 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 September 30, 2021, we had CAD\$1.4 trillion (US\$1.1 trillion) in assets under management and administration, and in the previous 12 months we made CAD\$31.6 billion in payments to our customers.

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

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