

# Media Alert

For Immediate Release  
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## **Manulife Philippines Strengthens Impact Agenda with Expanded Financial Literacy Program**

*Over 400 new students, 8 school partners in six cities nationwide, 5 total learning hubs for Peso Smart*

**Manila, Philippines** — Aligned with its Impact Agenda, Manulife’s long-term global commitment to deliver meaningful programs that empower sustained health and well-being, drive inclusive economic opportunity, and accelerate a sustainable future to preserve the planet, Manulife Philippines expanded its award-winning financial literacy program Peso Smart to more schools, including donating learning kits in Gawad Kalinga communities.

Manulife Philippines President and Chief Executive Officer Rahul Hora underscored the company's dedication to addressing the nation's financial literacy needs and nurturing the financial well-being of Filipinos through smart money habits. "The expansion of Peso Smart is a testament to our dedication to ensuring all Filipinos across generations, especially the young, are armed with the right knowledge to make sound financial decisions. This is not merely about their personal success, but also about helping build financial resilience so we can create a more financially secure future."

### **Promoting financial literacy to more schools, students, and communities**

In collaboration with Corazon Sanchez Atayde Memorial Foundation (CSAMF), Peso Smart x RecoveREADS has now been taught to over 400 new students in eight schools nationwide, including Banilad Elementary School in Cebu; San Miguel Elementary School, Ilugin Elementary School, and Buting Elementary School in Pasig; Pembo Elementary School in Taguig; Dao Elementary School in Bohol; Gubat Elementary School in Albay; and Pinget Elementary School in Baguio. Lessons encompass classes on budgeting, saving, and investing, empowering them about the value of taking care of their financial well-being this early so they can build a better future. Each student gets a Peso Smart kit, which includes educational modules and essential learning tools to support their educational journey.

"Financial literacy empowers every Filipino kid to believe that a financially secure future is never impossible. All it takes is for them to build a great foundation. Learning the basics of smart money habits is a step towards the right direction, and we are glad that our partnership with Manulife



enables them to carve their path towards their envisioned success, by being Peso Smart,” Margaux Atayde, Executive Director, CSAMF.

### **Additional learning kits and tools for Peso Smart hubs in Gawad Kalinga communities**

Manulife's senior leaders recently convened to conduct an introductory session of Peso Smart for the residents of Gawad Kalinga (GK) Eversley in Mandaue City, Cebu. Split into two teams, the leaders engaged children and adults in foundational financial literacy concepts and created meaningful connections with the local community. The event cultivated the partnership between Gawad Kalinga and Manulife, reinforcing their shared commitment to sustainable community development.

Besides learning sessions, Manulife turned over volunteer donations, which included Peso Smart kits, printers, humidifiers, laminating machines, and various educational board games and materials, to Peso Smart learning hubs in Mandaluyong, Taguig, Siargao del Norte, Agusan del Norte, and Roxas City.

Manulife established Peso Smart hubs in 2023 to provide computers, free and reliable internet access for remote schooling, and after-school activities to students in GK communities.

Since its inception, more than 3,000 students have graduated from the Peso Smart program. Meanwhile, more than 8,000 kids have utilized Peso Smart learning hubs this year alone.

To know more about Manulife's Impact Agenda and Manulife's award-winning Peso Smart program, visit [manulife.com.ph](https://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 [manulife.com.ph](https://manulife.com.ph) and following them on Facebook ([facebook.com/ManulifePH](https://facebook.com/ManulifePH)), Twitter (@ManulifePH), and Instagram (@manulifeph).

#### **About Manulife**

Manulife Financial Corporation is a leading international financial services provider, helping 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 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.

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