

Press Release

*For Immediate Release
June 18, 2025*

Manulife Launches Collaboration with Pfizer to Strengthen Commitment to Overall Health and Wellness

- *Newly signed program boosts insurer's Better Days health awareness campaign*
- *Manulife's Better Days campaign aims to promote holistic health and wellness, including financial protection through HealthFlex and Medical Secure plans*

MANILA, Philippines — As part of its *Better Days* campaign to promote better health and wellness, Manulife Philippines, the Philippine arm of leading international financial services provider Manulife, has signed an agreement with Pfizer to develop and support patient disease awareness and education campaigns.

"At Manulife Philippines, we understand that health and wellness awareness and access are crucial for our customers to achieve *Better Days*. Our collaboration with Pfizer opens additional avenues to reach more Filipinos with the information and access they need, boosting their level of awareness on the importance of holistic health," said **Sonali Verma, Chief Marketing Officer, Manulife Philippines**.

Through this collaboration, Manulife and Pfizer will co-create public information campaigns to raise awareness around the importance of preventive healthcare, treatments currently available in the market, disease prevention and management, and financial protection against common critical illnesses.

"At Pfizer Philippines, we are dedicated to advancing healthcare and improving lives. Our collaboration with Manulife represents a significant step towards enhancing health literacy and raising awareness about preventive healthcare and treatments. By empowering individuals with the knowledge they need, we aim to create a healthier and more resilient community," said **Albert Magpantay, Commercial Lead, Pfizer Philippines**. "This collaboration aligns with Pfizer's vision, which focuses on improving patients' quality of life by ensuring accessibility, affordability, and availability of patient-centered innovative solutions."

Manulife's [*Better Days*](#) is an awareness campaign highlighting the importance of health as a key component for Filipino customers to live better and ensure their and their family's financial security. It is bannered by [*Manulife Medical Secure*](#), a standalone health insurance plan providing extensive medical care with coverage limits of up to PHP 5 million, and [*Manulife*](#)



[HealthFlex](#), a comprehensive plan that aims to help Filipinos manage financial concerns around critical illnesses like cancer, heart attacks, and strokes. Manulife Medical Secure allows customers to prepare for medical emergencies by giving them cashless treatment option for hospitalization expenses through a nationwide network of accredited healthcare providers; while Manulife HealthFlex provides lifetime protection until 100 years of age or reaps maturity benefits and long-life bonuses through dividends.

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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 and following them on Facebook (facebook.com/ManulifePH), Twitter (@ManulifePH), and Instagram (@manulifePH).

About Manulife

Manulife Financial Corporation is a leading international financial services provider, helping our customers make their decisions easier and lives better. With our global headquarters in Toronto, Canada, we operate as Manulife across Canada, Asia, and Europe, and primarily as John Hancock in the United States, providing financial advice and insurance for individuals, groups and businesses. Through Manulife Wealth & Asset Management, we offer global investment, financial advice, and retirement plan services to individuals, institutions, and retirement plan members worldwide. At the end of 2024, we had more than 37,000 employees, over 109,000 agents, and thousands of distribution partners, serving over 36 million customers. 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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