

Press Release

FOR IMMEDIATE RELEASE
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Manulife Philippines Wins Most Creative Marketing Campaign at InsuranceAsia News Awards for Excellence

MANILA, Philippines – Manulife Philippines, the local arm of leading international financial services provider Manulife, won the Most Creative Marketing Campaign in the Philippines at the InsuranceAsia News Country Awards for Excellence 2025.

Manulife Philippines received the award for its [Manulife Stories](#) campaign, which showcased inspiring real-life stories from customers whose lives were positively impacted by the insurer's comprehensive suite of products and solutions. These stories reflected how Manulife effectively addressed evolving health and financial needs through meaningful support and tailored coverage.

The featured stories are:

- Marielle, who was able to finish her medical school because of the insurance benefit received when her mother passed away;
- Yvonne, who used her husband's death benefit to send her child to nursing school;
- KL, a mother who used her policy's living benefits to be able to afford an IVF procedure;
- Peach, an HIV+ transgender woman, who was able to save up for her family's needs through her insurance; and
- Mark, a father of a child with special needs, who was able to obtain health coverage for his son.

"Our mission to make decisions easier and lives better for our customers in the Philippines comes to life through the Manulife Stories campaign," said **Sonali Verma, Chief Marketing Officer, Manulife Philippines**. "The experiences shared by our customers remind us that our interactions go beyond business transactions. We take pride in representing our commitment to being Filipino customers' trusted partner towards a better, more financially secure future."

Insurance Asia News is a leading regional publication, which offers commentary, features, and in-depth interviews for Asia's insurance market. Now in its third year, the 2025 Philippines Awards for Excellence recognizes and rewards the accomplishments of market-leading companies and outstanding individuals, commending their pioneering efforts, innovation, and service to the insurance community.

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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. (Phil.), 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](https://www.manulife.com).

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