

Press Release

FOR IMMEDIATE RELEASE

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Manulife Philippines Broadens Partnership with Haribon Foundation to Plant 15,000 Mangrove Trees in Quezon Province

- *Expanded partnership between Manulife and Haribon furthers the insurer's Impact Agenda commitments to accelerate a sustainable future*
- *Manulife backs Haribon's largest mangrove restoration program and supports the development of surrounding communities benefiting their livelihoods*

MANILA, Philippines – Manulife Philippines, the local arm of the leading international financial services provider Manulife, and nature conservation group Haribon Foundation have broadened their ongoing partnership, which now includes a mangrove restoration program in Infanta, Quezon Province. This follows a mangrove planting event and biodiversity discussions held on May 29 and 30, 2025, as part of Haribon's 'Forests for Life' conservation campaign.

As part of the expanded partnership, Manulife Philippines and Haribon Foundation aim to plant a total of 15,000 mangrove seedlings in conservation areas over the next three years, focusing on high-priority sites identified by Haribon's foresters and local environmental authorities. These ecosystems are crucial for shoreline protection, marine habitats, and carbon sequestration.

Earlier this year, colleagues of Manulife Philippines prepared 1,000 native seedlings in Tanay, Rizal to be planted in Kaliwa Watershed Reserve, which reinforces the protection of the Sierra Madre mountain range. Since the partnership was formed in 2022, over 21,250 native tree seedlings have been planted in 17 hectares of land across the Luzon provinces of Quezon, Rizal, and Zambales.

The mangrove restoration program comes at a time of concerning environmental trends. The Philippines has seen a dramatic decline in mangrove forests, with a loss of approximately 140,000 hectares since 1920. The World Bank projects climate change could reduce the country's GDP by up to 13.6 percent by 2040 according to their [Philippines Country Climate and Development Report](#), which makes these conservation efforts increasingly vital.

“In the Philippines, coastal ecosystems are vital for both communities and the environment. Through our collaboration with Haribon Foundation's Forests for Life movement, we are



supporting the conservation and protection of vital mangrove area,” said **Rahul Hora, President and Chief Executive Officer, Manulife Philippines.**

“These mangrove restorations help shield coastal communities from storm surges while creating nurseries for fish, which support local fisherfolks and enable them to sustain their livelihood.”

“Environmental challenges require locally tailored solutions,” said **Harshal Shah, Chief Marketing and Experience Design Officer, Manulife Asia.** “We’re excited to be working with partners like the Haribon Foundation to implement practical solutions guided by local knowledge and needs. Through this expanded collaboration with the Haribon Foundation, we are advancing our Impact Agenda in the Philippines by driving inclusive economic opportunities and accelerating a sustainable future.”

Beyond environmental impacts, the initiative also focuses on community development. Participants visited Haribon Foundation's community partners in different *barangays*, including groups focused on the sustainable production of cassava chips, coconut jam, and herbal teas, as well as the women's empowerment organization KALIPI in Infanta.

“In areas where we've worked, women have established small businesses selling products, such as lemongrass tea and kaya jam using resources from the restored forests. As ecosystems recover, communities find new opportunities for their livelihood—helping drive inclusive economic opportunity,” shared **Sonali Verma, Chief Marketing Officer, Manulife Philippines.**

Arlie Endonila, Chief Operating Officer, Haribon Foundation, emphasized this dual approach: “Our initiatives aim to strike a balance between environmental conservation and community well-being. We ensure that local communities can continue to benefit from their natural resources, such as fishery livelihoods, while protecting our critical ecosystems. This dual focus reinforces the idea that ecological and economic sustainability can align to create positive outcomes for both our people and the planet.”

“We thank the Manulife team for the continued partnership. This deepens our commitment to environmental sustainability and exemplifies the power of collaboration between the corporate sector, environmental organizations, and community-led actions. Together, we help to protect and preserve the planet we all share, while uplifting communities and improving lives,” added Endonila.

This partnership aligns to Manulife's [Impact Agenda](#). As climate impacts intensify, these targeted environmental investments demonstrate how financial institutions can help accelerate a sustainable future while delivering on their core promise of long-term security and financial protection for Filipinos.

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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.



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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.

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