

Press Release

For Immediate Release
April 10, 2025

Manulife Philippines Receives Trusted Brand Award from Reader's Digest

- *Manulife wins Gold Award in the Life Insurance category*
- *Reader's Digest surveyed Filipino consumers who rated brands based on attributes, such as trustworthiness, quality, and understanding of customer needs.*

MANILA, Philippines – Manulife Philippines, the local arm of the leading international financial services provider Manulife, has been named one of the country's Trusted Brands for 2025, winning a Gold Award in the Life Insurance category. This marks the fifth time since 2017 that Manulife has received the honor from Reader's Digest.

Now in its 27th year in Asia, the Reader's Digest Trusted Brands recognizes brands and companies that consumers trust the most. Relying on years of research, Reader's Digest has chosen brands which are value-for-money, reliable, and worthy of support from consumers.

"At Manulife, making decisions easier and lives better for our customers means valuing their trust, consistently listening to their needs, and offering products and solutions that cater to their unique health and life protection needs. Keeping these at the forefront of our relationship with our customers means that they can rely on us as their trusted financial partner," said **Rahul Hora, President and Chief Executive Officer, Manulife Philippines.**

"We sincerely thank our customers for entrusting their financial security and health needs to Manulife. As one of the longest-serving insurers in the country, their trust is invaluable and inspires us to provide an exceptional customer experience and proposition—helping Filipinos face the future with confidence," Hora added.

Reader's Digest commissioned market research company Catalyst Research to conduct a study for the Trusted Brands awards, where about 8,000 participants from the Philippines, Singapore, Malaysia, Taiwan, and Hong Kong were asked to name brands that they "trust above all others." Each brand was rated based on six attributes: trustworthiness and credibility, quality, value, understanding of customer needs, innovation, and social responsibility.

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

Media Contacts:**John Robert Sion**

Head of Communications and Corporate Affairs
Manulife Philippines
john_robert_sion@manulife.com

Shyla Reyes

Media Relations Director
M2.0 Communications
+63 9178475264
shyla.reyes@m2comms.com