

# Press Release

FOR IMMEDIATE RELEASE  
FEBRUARY 18, 2026

## **Manulife Philippines Puts Longevity at the Center of its Tripartite Agreement with Haribon Foundation and Corazon Sanchez Atayde Memorial Foundation to Advance Financial Literacy and Environmental Stewardship Nationwide**

- *The tripartite agreement advances Manulife’s global focus on longevity and underscores its belief that long-term financial well-being and a healthy natural environment are deeply connected and crucial to longevity.*
- *Through this deepened collaboration between Manulife’s Peso Smart program and Haribon Foundation’s biodiversity initiatives, financial education and environmental stewardship will reach more schools and communities across the country.*
- *The partnership contributes to the global launch of Manulife’s Longevity Institute, which aims to drive action on helping people live longer, healthier, and more financially secure lives.*



**MANILA, Philippines** – Manulife Philippines, the local arm of international financial services provider Manulife, has entered into a tripartite partnership with Haribon Foundation and Corazon Sanchez Atayde Memorial Foundation (CSAMF) to scale its financial literacy and environmental stewardship programs nationwide, underscoring their interconnected role in advancing longevity. The agreement builds on successful, individual collaborations with each foundation to



date, and establishes a structured framework for delivering the Manulife Peso Smart financial literacy program and Haribon's environmental and biodiversity initiatives to Filipinos. The partnership reflects Manulife's broad view of longevity, which encompasses building financial resilience for individuals and communities and supporting the environmental systems essential to long-term health and well-being across generations.

Under the agreement, Manulife Philippines will serve as the link between the two organizations. CSAMF will teach financial literacy courses to young and adult learners in Haribon's partner communities, while Haribon will deliver its biodiversity and Sea Guardian programs in CSAMF partner communities. This will create a coordinated approach that leverages each organization's core expertise, while expanding the reach and impact of these community investment programs across the Philippines.

"This partnership underscores our belief that long-term financial well-being and a healthy natural environment are deeply interconnected and foundational to longevity," said **Rahul Hora, President and Chief Executive Officer, Manulife Philippines**. "Through this expanded partnership, we aim to equip more families with essential financial knowledge and smart money habits that support long-term financial security and resilience, while also advancing environmental efforts that sustain healthy communities over time. This agreement supports our focus on longevity, ensuring that our efforts create meaningful change for our *kababayans* and contribute to nation-building, and creating a better tomorrow for future generations."

### **Strengthening Financial Resilience and Biodiversity: Reaching Communities Across the Philippines**

The partnership centers on two complementary pillars: (i) Manulife's award-winning **Peso Smart financial literacy program**, which equips young learners with practical financial knowledge, and (ii) **Haribon's biodiversity initiatives**, which highlight the importance of biodiversity and reforestation in terrestrial and mangrove ecosystems. Together, the programs address the needs of families in the Philippines by building financial knowledge and capability and supporting healthy natural environments that enable long-term well-being and longevity.

In 2025, the programs delivered meaningful impact across urban and coastal communities. Peso Smart has reached more than 4,000 learners in 18 schools nationwide since its inception in 2017, providing age-appropriate financial education to students and community members.

Manulife's partnership with Haribon also resulted in the planting of more than 31,000 trees in terrestrial and coastal areas of Quezon Province, and Zambales from 2023 to 2025. Last December 5, 2025, Manulife Philippines employees, local community volunteers, and partners came together to support the initiative with a seedling preparation event. The activity, joined by Manulife Global Chief Marketing Officer, Karen Leggett, marked one of the year's key milestones in advancing initiatives that help foster healthier ecosystems for future generations.

These results reflect sustained engagement with community partners, schools, and local organizations that help tailor programs to regional needs. The formal partnership structure



builds on these relationships, creating pathways for continued collaboration and program delivery in the coming year.

"As communities across the Philippines face the growing challenge of achieving healthier and more financially resilient lives, Manulife is committed to driving meaningful progress in the communities where we operate," said Hora. "Our long-standing partnerships with Haribon Foundation and CSAMF reflect this shared commitment to uplifting the communities we serve, and we are honored to have them as partners in advancing the longevity of Filipinos."

The partnership commences this year with various programs prepared across participating schools and communities in Metro Manila, Rizal, Zambales, Quezon Province, and other localities in the country.

### **Manulife Longevity Institute – A Global Platform to Drive Action on Longevity**

Launched globally in 2025 and backed by a C\$350 million commitment through 2030, Manulife's Longevity Institute is a global platform for research, thought leadership, innovation, advocacy and community investment to help people live longer, healthier, and more financially secure lives. The Longevity Institute underpins Manulife's strategic priority of empowering customer health, wealth, and longevity, and is aligned with the Impact Agenda, Manulife's always-on impact and sustainability strategy and commitment to driving better outcomes for customers, communities, and the world we share. This announcement follows Manulife Philippines' first Longevity Symposium, held on October 11, 2025, which aimed to advance a broader national conversation on improving longevity for people across the country, and featured Manulife Philippines brand ambassador, Filipino restaurateur and cultural storyteller [Erwan Heussaff](#) [reflecting how he is approaching health and aging](#) through the lens of longevity.

**\*\*\*END\*\*\***

#### **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](http://manulife.com.ph) and following them on Facebook ([facebook.com/ManulifePH](https://facebook.com/ManulifePH)), Instagram (@manulifePH), and LinkedIn (Manulife Philippines).

#### **About Manulife**

Manulife Financial Corporation is a leading international financial services provider, headquartered in Toronto, Canada. Anchored in our ambition to be the number one choice for customers, we operate as Manulife across Canada and Asia, and primarily as John Hancock in the United States, providing financial advice, insurance and health solutions for individuals, groups and businesses. Through Manulife Wealth & Asset Management, we offer global investment solutions, financial advice, and retirement plan services to individuals, institutions, and retirement plan members worldwide. At the end of 2025, we had more than 37,000 employees, over 106,000 agents, and thousands of distribution partners, serving over 37 million customers with operations across 25 markets globally. We trade as 'MFC' on the Toronto, New York, and Philippine stock exchanges, and under '945' on the Hong Kong stock exchange. Not all offerings are available in all jurisdictions. For additional information, please visit [manulife.com](http://manulife.com).

#### **Media Contacts:**

##### **John Robert Sion**

Head of Communications and Corporate Affairs  
Manulife Philippines  
[john\\_robert\\_sion@manulife.com](mailto:john_robert_sion@manulife.com)

**Shyla Reyes**



Media Relations Director  
M2.0 Communications  
+63 9178475264  
[shyla.reyes@m2comms.com](mailto:shyla.reyes@m2comms.com)