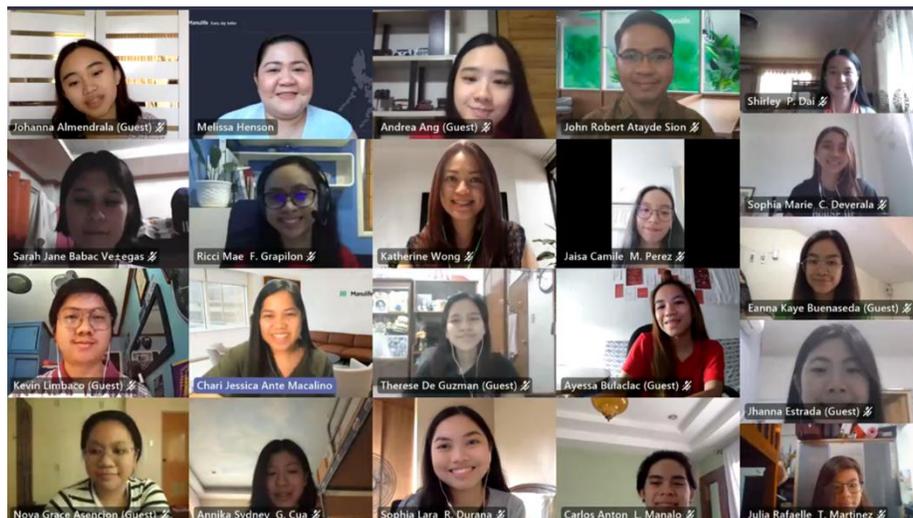


# Media Alert

For Immediate Release  
February 1, 2021

## Manulife Philippines' Peso Smart financial literacy program teaches De La Salle University students how to form better financial habits

**Manila** – Leading global life insurer Manulife concluded its most recent run of its *Peso Smart* program, held in partnership with the Business Management Society (BMS) of De La Salle University (DLSU). The three-week financial literacy program taught over 50 university students valuable lessons on financial planning, growing their money, and business resilience.



“Since the program’s inception in 2017, we have evolved our *Peso Smart* program to reach and educate more Filipino students on the importance of building smart financial habits. Given today’s online distance learning environment, we are delighted to partner with DLSU’s Business Management Society to bring *Peso Smart* experience to their members virtually, and teach more students the value of being financially independent,” said Melissa Henson, Senior Vice President and Chief Marketing Officer of Manulife Philippines. “After they graduate from the university, these students will be earning their own money, so it’s important that they have the right financial mindset and tools as early as now.”

Manulife Philippines’ partnership with DLSU BMS started in July 2020 when the insurer tapped 20 university students as the pilot run’s participants. The students’ feedback helped in developing and enhancing the learning modules, making them more relevant and insightful for university students.



"We, at Manulife Philippines, believe that every Filipino deserves financial freedom. We hope that through our program, these Peso Smart graduates learn how to manage their personal finances and start building a future where they can live **every day better**," added Henson.

"The Business Management Society recognizes the importance of financial literacy to young adults, including within our Lasallian community. Amid today's economic realities, the ability to manage one's finances well has indeed become more valuable now. We thank Manulife Philippines for the great opportunity to educate our members and fellow youth, as we aim to be financially responsible adults in the future," said Kimberly Ang, President of DLSU's Business Management Society.

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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 leading life insurance companies in the country. 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 [www.manulife.com.ph](http://www.manulife.com.ph) and following them on Facebook ([www.facebook.com/ManulifePH](https://www.facebook.com/ManulifePH)), Twitter (@ManulifePH), and Instagram (@manulifePH).

## About Manulife

Manulife Financial Corporation is a leading international financial services group that helps people make their decisions easier and lives better. With our global headquarters in Toronto, Canada, we operate as Manulife across our offices in Canada, Asia, and Europe, and primarily as John Hancock in the United States. We provide financial advice, insurance, and wealth and asset management solutions for individuals, groups and institutions. At the end of 2019, we had more than 35,000 employees, over 98,000 agents, and thousands of distribution partners, serving almost 30 million customers. As of September 30, 2020, we had \$1.3 trillion (US\$943 billion) in assets under management and administration, and in the previous 12 months we made \$31.2 billion in payments to our customers. Our principal operations are in Asia, Canada and the United States where we have served customers for more than 155 years. We trade as 'MFC' on the Toronto, New York, and the Philippine stock exchanges and under '945' in Hong Kong.



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