

**For immediate release**

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## **Manulife Philippines Named 2018 Best Life Insurance Brand in the Philippines by Global Brands Magazine**

Manulife Philippines (Company) was recognized by Global Brands Magazine as the Best Life Insurance Brand in the country in 2018 at a recently concluded gala.

Manulife Philippines was selected from a very competitive group of entrants, all of whom demonstrated unique and exceptional service delivery towards evolving Insurance sectors. Manulife Philippines was awarded for its commitment to Innovation, Quality, Branding Activities, Customer Service, and Performance in the country, according to Global Brands Magazine.

In the past year, the Company updated its global brand to underscore its focus on delivering great customer experiences by simplifying complex processes for customers and strengthening its commitment to innovation. These re-branding efforts were accompanied by the launch of new digital films on the Company's Facebook page, a partnership with ride-hailing service Grab, sponsorship of UAAP Season 81 Men's basketball, and branding across selected airports, bridge ways and tollways along SLEX and NLEX.

"We are very grateful to Global Brands Magazine for this recognition," said Melissa Henson, SVP & Chief Marketing Officer, Manulife Philippines. "It's been a transformational year for us. In 2018, we invested in redesigning our customer experience, created more awareness for the value of life insurance through out-of-the-box but relatable content, and streamlined our product and service offerings so that making financial decisions are easier for our customers," she continued.



**Caption:** Melissa Henson, SVP and Chief Marketing Officer (right), Manulife Philippines, and Katherine Wong, VP & Head of Branding, Digital, and Innovation, Manulife Philippines (left) received the Company's award for Best Life Insurance Brand, Philippines at the Global Brand Awards held at Banyan Tree Resort in Macau last January 25, 2019.

The award is presented by Global Brands Magazine, an autonomous, UK-based branding magazine which provides up-to date news, reviews, opinions, and polls on leading brands across the globe.

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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](http://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. We operate primarily as John Hancock in the United States and Manulife elsewhere. We provide financial advice, insurance, as well as wealth and asset management solutions for individuals, groups and institutions. At the end of 2017, we had about 35,000 employees, 73,000 agents, and thousands of distribution partners, serving more than 26 million customers. As of September 30, 2018, we had over \$1.1 trillion (US\$863 billion) in assets under management and administration, and in the previous 12 months we made \$27.6 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 100 years. With our global headquarters in Toronto, Canada, we trade as 'MFC' on the Toronto, New York, and the Philippine stock exchanges and under '945' in Hong Kong.

## **About Global Brands Magazine**

Global Brands Magazine is the world's most loved branding publication. It's the best website to promote your brand. The magazine provides the reader with up- to date news, reviews, opinions, polls on leading brands across the globe. With over 200 clients from the fortune 500 list and with over 3000 clients from across the globe, the magazine help you go to elevate your brand which the others envy. The magazine is headquartered in United Kingdom.

In September 2013 the magazine partnered with a leading Analytics company to help companies evaluate their brands (Brand Valuation), optimize brand and profitability with maximum efficiency (Brand Optimization & Analytics) and help companies with a high-level plan to achieve positive impression in the minds of customers (Brand Strategy).

Global Brands Magazine is read in over 200 different countries around the world and it has an average of 500,000 readers every month. The popularity in the social media sites is astounding. They have more 10K fans on FACEBOOK and more than 60K followers on TWITTER.

Our Physical magazine is "Brands Today", a high-end, luxury lifestyle magazine which offers a panoramic view of the trends, perspectives, innovative projects and creative ideas that are emerging from markets and brands across the globe. "Brands Today" brings the most magnificent stories on fashion, beauty, culture, and corporate updates to intelligent readers who want the feel of an informative magazine in their hands.

## **About Global Brand Awards**

Global Brand Awards aims to identify & recognize the significance of exceptional service delivery & reward the performance with the ultimate global Recognition. This is the 6th edition of Global Brands Magazine Awards.

An external research team was constituted to evaluate the nominees and scrutinize the nominations against a set of criteria. Data was collected by the team from different sources including third party data providers and annual reports. Around 5000 companies have been evaluated last year.

The Global Brand Awards was held on the 25th January 2019 at Banyan Tree, Macau.

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