

Press Release

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Manulife Indonesia Launches MiAssurance Protection Plan (MiAction)

Five Years of Payments, 20 Years of Protection

Jakarta, Today, Manulife Indonesia announced the launch of its [MiAssurance Protection Plan \(MiAction\)](#). This endowment insurance plan is designed to protect and prepare Indonesian customers including younger generation or families for their future needs and anticipate the uncertainties in life.

The launch of MiAction is the latest insurance plan in the innovative range of products launched by Manulife Indonesia to protect even more Indonesian families including millennials. It comes at a time when the pandemic has prompted greater awareness on the importance of insurance. According to the Financial Services Authority (OJK), the life insurance industry saw Rp94.01 trillion of premium income in the first half of 2021, up 18.4% year-on-year from Rp79.4 trillion a year earlier.

“We understand that during these challenging times, customers want to have greater control over their financial situation. This has been a driving factor in our decision to offer tailored innovative insurance and retirement planning solutions. The purpose behind MiAction is to provide peace of mind for our customers pursuing their financial goals – both for today and in the future,” said Ryan Charland, President Director and CEO, Manulife Indonesia.

One year into the COVID-19 pandemic, Indonesians have become more engaged in managing their health and finances. They have also become more interested in insurance protection and retirement planning, as they prepare to face the long-term impact of the pandemic. In the Manulife Asia Care Survey¹, released earlier in the year, nearly all the respondents (98%) in Indonesia said they were taking more steps to manage their health and finances amidst the pandemic. In fact, 43% of Indonesian respondents said they were proactively seeking information on insurance products and services in response to the pandemic; well above the regional average (32%).

“Many families are earning less because of the pandemic. The average annual rate of inflation over in the past 10 years was 4.23%.² Inflation erodes the future value of our cash savings. MiAction offers an affordable protection solution with premium starting from Rp500,000 and offering cash benefit paid annually for 15 years. Therefore, it is simple and easy to understand” said Kevin Kwon, Director and General Agency Manager, Manulife Indonesia.

The premium payment offers flexibility in order to match customers’ preferences; customers can choose premium payment periods that are one-time payment, three years or five years. This allows customers to choose what works best for their needs and manage their finances, while enjoying protection for the next 20 years.



About Manulife

Manulife Financial Corporation is a leading international financial services provider that helps people make their decisions easier and lives better. With our global headquarters in Toronto, Canada, we provide financial advice and insurance, operating as Manulife across Canada, Asia, and Europe, and primarily as John Hancock in the United States. Through Manulife Investment Management, the global brand for our global wealth and asset management segment, we serve individuals, institutions and retirement plan members worldwide. At the end of 2020, we had more than 37,000 employees, over 118,000 agents, and thousands of distribution partners, serving over 30 million customers. As of September 30, 2021, we had CAD\$1.4 trillion (US\$1.1 trillion) in assets under management and administration, and in the previous 12 months we made CAD\$31.6 billion in payments to our customers.

Our principal operations are in Asia and 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. Not all offerings are available in all jurisdictions. For additional information, please visit manulife.com About Manulife

About Manulife Indonesia

Established in 1985, PT Asuransi Jiwa Manulife Indonesia (Manulife Indonesia) is part of Manulife Financial Corporation Group, a Canadian financial services group that operates in Asia, Canada and the United States. Manulife Indonesia offers a wide range of financial services, including life insurance, accident and health insurance, investment and pension plans to individual customers and group clients in Indonesia. Through a network of almost 11,000 employees and professional sales forces spread across 25 sales offices, Manulife Indonesia serves more than 2 million customers in Indonesia.

PT Asuransi Jiwa Manulife Indonesia is registered and supervised by the Otoritas Jasa Keuangan (OJK). To learn more about Manulife Indonesia, follow us on Facebook, Twitter, Instagram, YouTube, or visit www.manulife.co.id.

Media contact:

Ruthania Martinelly

Head of Corporate Communications & PR

PT Asuransi Jiwa Manulife Indonesia

Email: ruthania_martinelly@manulife.com