

Press Release

For immediate release
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Manulife Indonesia Launches Holistic “Adopt Village” Program in Kampung Cigaok, Bogor to Improve Community Quality of Life

Jakarta– Manulife Indonesia today reaffirmed its commitment to improving quality of life by hosting “Manifesting Day” at Kampung Cigaok, Bogor Regency. The event marked the official launch of the Adopt Village program—a three-year sustainable development initiative focused on enhancing access to health and sanitation services, driving economic growth, and empowering local communities. The program is expected to benefit more than 500 households, or approximately 3,000 residents, in Kampung Cigaok and surrounding areas.

The recently launched [Manulife Longevity Institute](#) underscores this commitment by creating a global platform to drive action that helps people live longer, healthier, and more financially secure lives by 2030 – in Asia and around the world. Both programs share a common vision: enabling people to enjoy longer, healthier lives supported by financial security and overall well-being.

Since 2022, Manulife Indonesia has been running a Health and Environment program focused on providing access to clean water, sanitation, and health education. To date, the program has benefited more than 6,000 people in five villages in the Banten, Bekasi, and Bogor areas. Through the Adopt Village program, Manulife Indonesia has broadened its approach to deliver a comprehensive initiative that goes beyond meeting basic needs. The program is designed to foster community resilience and long-term sustainability by promoting self-reliance and empowering local residents.

Based on data from the National Disaster Management Agency (BNPB) and the Ministry of Public Works (PU), as of March 2025, there are still around 28 million Indonesians who have difficulty accessing clean water. The government itself has set a target of 100% of households having access to clean water and 70% having proper sanitation by 2045. This program supports these efforts through collaboration with Dompot Dhuafa Social Enterprise, Yayasan Manulife Peduli, Halodoc and Azra Hospital Bogor.

“The Adopt Village program is a tangible demonstration of Manulife Indonesia’s commitment to driving lasting change by improving health and sanitation infrastructure, supporting economic development, and empowering communities to achieve long-term self-reliance. We are taking the next step by introducing initiatives that integrate health improvements, economic empowerment, and community resilience. Kampung Cigaok marks the beginning of this journey, and our goal is



to establish a model that delivers lasting benefits for local communities” said **Apriliani Siregar, Director & General Counsel, Manulife Indonesia.**

In addition to inaugurating clean water and sanitation facilities, the Manulife Manifesting Day also featured a series of community-focused activities, including financial literacy sessions led by Manulife Syariah in celebration of its first anniversary, free health check-ups, health seminars, construction of additional sanitation facilities, and a village clean-up carried out with Manulife volunteers and local residents. This initiative reflects Manulife's commitment through its Impact Agenda, which focuses on making a real contribution to the health, well-being, and resilience of communities. Also present at the event were Phung Magdalena, Chief Health Proposition Manulife Indonesia, and Shafira, Director of Distribution Manulife Syariah Indonesia.

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.

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About Manulife Indonesia

Established in 1985, PT Asuransi Jiwa Manulife Indonesia (Manulife Indonesia) is part of Manulife Financial Corporation, a Canadian financial services group operating in Asia, Canada, and the United States. Manulife Indonesia offers a range of financial services, including life insurance, accident and health insurance, as well as investment programs and pension funds for individual and corporate customers in Indonesia. Through a network of approximately 16,000 professional marketers and employees spread across more than 50 general agencies, Manulife Indonesia serves around 2 million customers throughout Indonesia.

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