

Press Release

For immediate release
3 July 2025

Manulife Indonesia and Bank DBS Indonesia Launch Manulife PRIME: Life Insurance Innovation for Liquid and Valuable Legacy Planning

Jakarta, 3 July 2025 – PT Asuransi Jiwa Manulife Indonesia (“Manulife Indonesia”), together with Bank DBS Indonesia, have officially launched Manulife Protection Optimum Elite (Manulife PRIME), an innovative life protection solution designed to support the needs of people in Indonesia to help ensure continuity of life and increase the value of inheritance in a liquid and planned manner. This product shows Manulife Indonesia and Bank DBS Indonesia’s commitment in addressing the complexities of cross-generational financial planning in a more innovative, more strategic way.

The global wealth management landscape is undergoing a major transformation with the rise of a new generation of wealthy individuals. During 2024, the global wealth of high-net-worth individuals (HNWIs) grew by 4.2%, and the HNWI population increased by 2.6%. More importantly, it is estimated that approximately USD 83.5 trillion in wealth will be passed on to Gen X, millennials, and Gen Z by 2048 – a phenomenon known as the Great Wealth Transfer¹. In Indonesia, the urgency of the importance of legacy planning is reflected in the fact that data from the Supreme Court of Indonesia (Mahkamah Agung Republik Indonesia) underscores the urgency of inheritance planning, which recorded over 22,000 inheritance dispute cases in 2024 alone². This highlights the growing need for financial instruments that provide clear and structured mechanisms for asset distribution. Manulife PRIME addresses this need by offering transparent benefit allocation distribution through insurance contracts, helping to avoid potential conflicts and accelerate the transfer of wealth to heirs.

Manulife PRIME is more than just life and financial protection – it is a future-oriented inheritance solution. Designed to grow over time, this product offers increasing protection benefits, with the potential for an increase in the initial sum insured. Policyholders can choose between two coverage periods: up to age 75 (Plan A) and up to age 100 (Plan B). For the protection option up to age 100, if the insured passes away after the 25th policy year, the death benefit paid out can reach 200% of the initial amount. Additionally, customers can opt for coverage up to age 75 and receive a maturity benefit equivalent to 150% of the sum insured. This flexibility not only provides financial peace of mind in old age but also ensures that the value of the inheritance remains protected from the effects of inflation or economic uncertainty.

“Manulife PRIME embodies our mission in making life decisions easier and meaningful for customers. By combining life protection, liquidity management, and currency flexibility in a single solution, we offer a strategic approach to managing and passing on wealth in ways that reflect

¹ [World Wealth Report 2025 oleh Capgemini](#)

² [Direktori Putusan Mahkamah Agung RI](#)

today's evolving needs. This innovation represents our full commitment to supporting customers, ensuring their financial plans remain intact in the face of life's uncertainties, while safeguarding their long-term quality of life" said **Novita Rumngangun, Vice President Director & Deputy CEO PT Asuransi Jiwa Manulife Indonesia**.

Bank DBS Indonesia, as a distribution partner, further enhances the added value of this product with a banking ecosystem that supports comprehensive wealth management solutions.

Consumer Banking Director of PT Bank DBS Indonesia Melfrida Gultom explained, "As a trusted partner for wealth management, Bank DBS Indonesia offers a holistic approach that combines market expertise, technology, and a regional network in Asia. Through strategic collaborations, including the provision of insurance products for protection and legacy planning, we accompany customers in building, managing, and passing on wealth sustainably across generations."

Manulife PRIME is designed to be inclusive and accessible, available to individuals from as early as 30 days old up to 70 years of age, with flexible premium payment options of 1, 3, or 5 years. For added convenience, Manulife also offers premium financing option through Bank DBS Indonesia that provides customers with optimal life protection and greater flexibility in financial planning. This product features a streamlined underwriting process, allowing easy access to coverage of up to Rp5 billion or USD 500,000. These features make Manulife PRIME not only a strong protection solution but also a highly flexible tool for long-term wealth management.

For more information on Manulife PRIME, please contact a Manulife Indonesia Financial Specialist in Bank DBS Indonesia's branch office closest to you or visit [Manulife Protection Optimum Elite \(Manulife Prime\) | Manulife 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.

Not all offerings are available in all jurisdictions. For additional information, please visit [manulife.com](https://www.manulife.com).

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 16,000 professional sales forces and employees spread across more than 50 sales offices, Manulife Indonesia serves around 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

About DBS

DBS is a leading financial services group in Asia, with a presence in 19 countries. Headquartered and listed in Singapore, DBS is positioned in Asia's three key growth axes: China, Southeast Asia, and South Asia. DBS's "AA-" and "Aa1" credit ratings are among the highest in the world.

Known for its global leadership, DBS has been named the "World's Best Bank" by Global Finance, the "World's Best Bank" by Euromoney, and the "Global Bank of the Year" by The Banker. DBS is at the forefront of leveraging digital technology to shape the future of banking, having been selected as the "World's Best Digital Bank" by Euromoney and the "Most Innovative in Digital Banking" globally by The Banker. Additionally, DBS has received the "Safest Bank in Asia" award from Global Finance for 16 consecutive years from 2009 to 2024.

DBS provides comprehensive banking services to all customers in the retail, SME, and corporate segments. As a bank born and raised in Asia, DBS understands the intricacies of doing business in the most dynamic markets in the region. Founded in 1989 as part of the Singapore-based DBS Group, PT Bank DBS Indonesia (Bank DBS Indonesia) is one of the oldest banks in Asia. Operating from 1 Head Office, 13 Branches, 16 Sub-Branches, and 4 Functional Offices, with 3,011 active employees across 15 major cities in Indonesia, Bank DBS Indonesia provides comprehensive banking services focused on enhancing the customer experience to 'Live more, Bank less'. Bank DBS Indonesia also has a positive mission that goes beyond banking and is committed to supporting customers, employees, and the community toward a sustainable future.

PT Bank DBS Indonesia is licensed and supervised by the Financial Services Authority (OJK) and Bank Indonesia (BI) and is a participant in the Deposit Insurance Corporation (LPS).

DBS is committed to building sustainable relationships with customers through banking that aligns with Asian culture. Through the DBS Foundation, the bank creates positive impact beyond banking by supporting social entrepreneurship: businesses that focus on balancing profit with social and/or environmental impact. The DBS Foundation also contributes to society in various ways, including equipping communities with the skills needed for the future and building food security.

With an extensive operational network across Asia and a focus on employee engagement and empowerment, DBS offers attractive career opportunities. For more information, please visit www.dbs.com.

Media Contact:

Shierly Ge
Chief Marketing Officer
PT Asuransi Jiwa Manulife Indonesia
Email: shierly_ge@manulife.com

Rifka Suryandari
External Communications
Group Strategic Marketing & Communications
PT Bank DBS Indonesia
Email: rifka@dbs.com