

Press Release

For immediate release
14 November 2022

Manulife Indonesia and Bank DBS Indonesia launch MiFirst Life Protector through digibank by DBS application

The MiFLIP life insurance product offers easy registration on digibank by DBS and flexibility for customers to choose a personalized premium, starting from Rp50,000

Jakarta - Manulife Indonesia and Bank DBS Indonesia today announced the launch of MiFirst Life Protector (MiFLIP), a life insurance product that is designed to protect and prepare Indonesian customers for their future needs and to anticipate uncertainties in life.

MiFLIP offers a cover of up to Rp 1 billion and is available through digibank by DBS, an innovative application that provides user-friendly and intuitive service for DBS customers that is intuitive, smart, and personalized and embodies “Live More, Bank Less.”

In the latest DBS and Manulife Indonesia Future Ready Survey, 61% of Indonesian respondents shared they are interested in insurance to protect them as they age, however, many noted they have not yet taken the necessary steps to prepare. Additionally, in a survey from IDN Research Institute, 59% of respondents noted they engage in cashless transactions, while 70% of Indonesians, especially millennials, use digital media as a source of information,^[1] demonstrating the importance digital experiences.

“We are committed to continuous innovation and digital transformation and want to ensure that our services are easily accessible to all customers. We are proud to introduce MiFirst Life Protector (MiFLIP), our first digital bancassurance product available through digibank by DBS application. We look forward to launching more banca products with Manulife Indonesia and continuing to provide holistic protection for customers. We also look forward to reaching out to more millennials with our digital solutions known as This is DBS digibanking,” said Chu Chong Lim, President Director of PT Bank DBS Indonesia.

“We know customers are looking for more digital-first experiences and we are determined to meet these needs. Providing MiFLIP through digibank by DBS is another fantastic example of how we are delivering on our mission to make decisions easier and lives better for customers across Indonesia,” said Ryan Charland, President Director & CEO Manulife Indonesia.

MiFirst Life Protector (MiFLIP) offers several benefits, including:

- **Coverage of up to Rp1 billion:** MiFLIP provides up to Rp1 billion in cover and an insured period of 8 to 15 years.

- **Instant effective date without medical check-up:** easy registration, with no medical check-up, that is accessible anytime and from anywhere with digibank by DBS.
- **Flexibility for customers:** a personalized premium to choose starting from Rp50,000.

MiFLIP's range of features ensures ease and financial peace of mind for customers against risk, enabling them to prepare for a future that makes every day better.

For more information on MiFLIP, please visit go.dbs.com/miflip, www.manulife.co.id/miflip, or go to DBS digibank for convenient access at your fingertips.

About DBS

DBS is a leading financial services group in Asia with a presence in 18 markets. Headquartered and listed in Singapore, DBS is in the three key Asian axes of growth: Greater China, Southeast Asia and South Asia. The bank's "AA-" and "Aa1" credit ratings are among the highest in the world.

Recognised for its global leadership, DBS has been named "[World's Best Bank](#)" by Euromoney, "[Global Bank of the Year](#)" by The Banker and "[Best Bank in the World](#)" by Global Finance. The bank is at the forefront of leveraging digital technology to shape the future of banking, having been named "[World's Best Digital Bank](#)" by Euromoney. In addition, DBS has been accorded the "[Safest Bank in Asia](#)" award by Global Finance for 13 consecutive years from 2009 to 2020.

DBS provides a full range of services in consumer, SME and corporate banking. As a bank born and bred in Asia, DBS understands the intricacies of doing business in the region's most dynamic markets. DBS is committed to building lasting relationships with customers, and positively impacting communities through supporting social enterprises, as it banks the Asian way. It has also established a SG50 million foundation to strengthen its corporate social responsibility efforts in Singapore and across Asia.

With its extensive network of operations in Asia and emphasis on engaging and empowering its staff, DBS presents exciting career opportunities. The bank acknowledges the passion, commitment, and can-do spirit in all of our 29,000 staff, representing over 40 nationalities. For more information, please visit www.dbs.com.

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. 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. In the previous 12 months we made CAD\$31.8 billion in payments to our customers.

Not all offerings are available in all jurisdictions. For additional information, please visit 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 11,000 employees and professional sales forces spread across more than 30 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.

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^[1] Indonesian Millennial Report 2019, IDN Research Institute

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