

10 years of empowering financial security

In the blink of an eye, 2023 is drawing to a close, and what a year it has been for Sun Life Malaysia as we proudly commemorate our 10th anniversary — a decade marked by game-changing milestones, innovation and robust, invaluable partnerships.

While our anniversary celebrations encompass a spectrum of activities, including roadshows, an anniversary rewards programme, product incentives, contests, and outdoor brand activations, what continues to resonate even more profoundly is the lasting impact our solutions have had on the lives of our clients.

As a part of a global financial services company with 158 years of experience, we have tirelessly worked to bridge the protection needs of our clients, translating visions of financial security into reality.

This means securing their financial futures and those of their loved ones, providing peace of mind and laying a solid financial foundation for the years ahead.

Our client-centric strategy, coupled with a culture of innovation, has positioned us not merely as providers of protection but as an agent of empowerment. We empower individuals and families to make informed decisions, enabling them to construct a future marked by financial resilience.

RAYMOND LEW
CEO & President/Country Head
Sun Life Malaysia



THE INSIGHTS

**Sun Life**

The Power of Protection

As we reflect on a decade of achievement, we look forward to continuing this journey of positive impact and growth in the years ahead. A big part of our success is in how we deliver our promise to clients — by making insurance and takaful solutions accessible to them and helping them achieve lifetime financial security.

We consistently introduce innovative insurance and award-winning takaful products to help them meet their wealth, health, protection and religious goals. For example, we assisted over 130 clients to perform pilgrimage through the Badal Hajj benefit.

We pioneered the industry's first

e-hibah nomination feature and investment-linked environmental, social, and governance (ESG) funds for conventional and takaful plans. Other innovative products included a unique mobile-based microinsurance for underserved communities and more recently, an award-winning critical illness plan for multi-generational coverage, especially for the sandwiched generations.

The Sun Life Malaysia Global Sustainable Fund, launched in July 2021, and the Sun Life Malaysia Global Islamic Sustainable Fund, introduced in June last year, represent industry-first ESG funds integrated into selected conventional and takaful investment-linked plans. These enable Malaysians to incorporate ESG considerations into their financial decisions while remaining true to their religious and financial goals.

The outcomes speak volumes. Today, Sun Life Malaysia serves over 1.2 million clients, managing assets exceeding RM 6.2 billion. In the first ten months of this year, we paid out RM 127 million in medical, critical illness, personal accident, death and total permanent disability claims — an increase of 6.7 per cent from the same period last year. These underscore the trust and confidence they have in our ability to guide them towards financial security and support them in their time of need.

Sun Life Malaysia stood as the fastest-growing insurer last year, outpacing the industry's five-year pace by sevenfold. We also maintain our position as the top bancatakaful company for the fourth consecutive year and rank among the top three for overall bancassurance, with our annualised first-year premiums growing an astonishing 36 per cent year-on-year.

Attaining these milestones is a huge privilege, made possible only by our clients, shareholders, board members, employees, both past and present, and our partners, all of whom share our purpose and belief.

Fostering Healthier Lives

To continue delivering on our purpose, we place sustainability at the core of our operations. Initiatives to build a more sustainable, inclusive and equitable community form an integral part of our strategy. Notable among these are our Brighter Health Blood Screening Programme, which screened over 28,000 Malaysian adults, and financial aid for community programmes dedicated to combating diabetes, underscoring our support for diabetes prevention and care.

We formed partnerships with non-profits and community-based organisations, all aimed at enhancing community wellness. This support spans financial, physical, and mental wellbeing, highlighting Sun

Life Malaysia's comprehensive approach to holistic wellness. We also launched the Brighter Wellness Programme to promote financial and mental wellbeing, as well as physical health.

In the fight against climate change, we initiated a sustainable tree-planting programme, contributing to the preservation of our forests and aligning with the National Greening Malaysia Programme with a total of 1500 trees planted since last year.

Taking the Legacy Forward

Quoting Apple co-founder Steve Jobs, "People with great passion can change the world for the better". As we stride forward, our focus remains on helping Malaysians build their financial legacies for their long-term peace of mind.

Looking into the next decade, I am optimistic that the insurance and takaful industry is poised for positive growth — driven by key trends such as increasing consumer awareness, an ageing population and a growing need for long-term financial resilience.

To learn more about how Sun Life Malaysia helps people build financial resilience and legacies, visit www.sunlifemalaysia.com.

Sun Life Malaysia is an insurance and takaful provider.