

Embracing A Radiant Decade: Sun Life Malaysia Celebrates 10-Year Anniversary

Insurer Reaffirms Dedication To Foster Financial Empowerment For Malaysians

Kuala Lumpur, 22 August 2023 – Today, Sun Life Malaysia (comprising Sun Life Malaysia Assurance Berhad and Sun Life Malaysia Takaful Berhad) is celebrating the first day it officially entered the Malaysian market a decade ago. In recognition of this special milestone, it reaffirms its dedication to empower Malaysians on their journey to financial well-being and living healthier lives.

Reflecting on this special milestone, Raymond Lew, Sun Life Malaysia's CEO and President/Country Head, said, "As we celebrate our first decade of achievements, we remain committed to being Malaysians' trusted insurance and takaful partner, guiding them on their financial journey. More importantly, we are dedicated to providing the right solutions, resources, and support that Malaysians need for a financially empowered future."

Under the theme '**10 Years Brighter**', Sun Life Malaysia has curated year-long activities which included roadshows, product promotions, monthly anniversary rewards, contests, and brand activation events, all in the spirit of the celebration.

In celebration of its birthday today, Sun Life Malaysia has curated a delightful surprise: a box of exquisite sunflower-themed cupcakes, symbolising vitality and progress. These cupcakes will be shared with valued friends of Sun Life Malaysia - the media partners, as a heartfelt gesture of gratitude for their unwavering support and friendship.

Since its inception on 22 August 2013, Sun Life Malaysia has touched the lives of countless individuals, successfully assisted 1.2 million Clients in realising their financial aspirations through an extensive array of insurance and takaful offerings. Today, the asset under the company's management also grew exponentially to RM 6.2 billion.

The company has consistently demonstrated innovation in developing solutions that cater to the evolving needs of the market. It notably stands as the pioneer in the insurance and takaful landscape, being the first to offer solutions adhering to the five principles of Islam. Additionally, Sun Life Malaysia has introduced groundbreaking solutions, including mobile-based microinsurance and investment-linked ESG funds, catering to both conventional and takaful products.

The impact of Sun Life Malaysia's solutions and initiatives extends beyond its core operations, as the company takes pride in its commitment to effect positive change in local communities through its Corporate Social Responsibility (CSR) endeavours. Notably, the Brighter Health Blood Glucose Screening Programme, which commenced in 2019 and is now in its fourth iteration, aims to heighten awareness about diabetes prevention by offering free screening at selected pharmacies. To date, the Programme has positively impacted over 21,000 Malaysians.

Looking forward, Sun Life Malaysia envisions a promising growth trajectory driven by growing awareness and demands for financial protection. The company's strategic goals encompass deepening product innovation, ramping up digitalisation, and expanding its agency force to ensure a broader population can benefit from personalised insurance and takaful coverage.

To learn more about Sun Life Malaysia's 10th anniversary celebrations, please visit <http://sunlife.co/SunLife10>

Connect with Sun Life Malaysia

[Facebook](#) | [Instagram](#) | [YouTube](#)

#SunLifeMalaysia

#LifeIsBrighterUnderTheSun



About Sun Life Malaysia

Sun Life Malaysia (Sun Life Malaysia Assurance Berhad and Sun Life Malaysia Takaful Berhad) is a joint venture by Sun Life Assurance Company of Canada and Khazanah Nasional Berhad.

As a life insurance and Family Takaful provider, Sun Life Malaysia offers a comprehensive range of products and services to Malaysians across the country and is focused on helping Clients achieve lifetime financial security and live healthier lives. Sun Life Malaysia distributes its products through a range of distribution channels including bancassurance and bancatakaful, agency force, direct marketing and telemarketing, corporate and government business and e-distribution.

Sun Life Assurance Company of Canada is a principal operating life insurance subsidiary of Sun Life Financial Inc., a leading international financial services organisation providing insurance, wealth and asset management solutions to individual and corporate Clients. Sun Life has operations in a number of markets worldwide, including Canada, the United States, the United Kingdom, Ireland, Hong Kong, the Philippines, Japan, Indonesia, India, China, Australia, Singapore, Vietnam, Malaysia and Bermuda. As of June 30, 2023, Sun Life had total assets under management of \$1.37 trillion. For more information, please visit www.sunlife.com.

Sun Life Financial Inc. trades on the Toronto (TSX), New York (NYSE) and Philippine (PSE) stock exchanges under the ticker symbol SLF.

For more information, please visit www.sunlifemalaysia.com.

Media Relations Contact:

Angela Tham
Senior Manager
Brand & Communications
T. +603 2614 8846
angela.tham@sunlifemalaysia.com

Andora Fredericks
Truth Communications
M. +6012 392 1553
andora@truth.my