



## Press Release

### **Sun Life Malaysia joins the fight against diabetes**

*Insurance company rallies staff to support 267 persons with diabetes across the country to kick off its Corporate Responsibility programme*

**Kuala Lumpur, 12 August 2014:** Sun Life Malaysia (Sun Life Malaysia Assurance Berhad and Sun Life Malaysia Takaful Berhad)'s senior management and staff recently came together to prepare various diabetes monitoring supplies and devices which the Company is sponsoring to 267 underprivileged children and adults registered with Diabetes Malaysia, a non-government organisation that provides social services to persons with diabetes across Malaysia.

The sponsorship is part of Sun Life Malaysia "**Brighter You**" Corporate Responsibility (CR) programme to combat the rise of diabetes in Malaysia. Besides providing direct financial assistance to underprivileged persons with diabetes through its partnership with Diabetes Malaysia, the "**Brighter You**" initiative also included the Company's effort to promote a healthy lifestyle to prevent diabetes through its partnership with another NGO, HOPE worldwide. With HOPE worldwide, Sun Life Malaysia has put in place a series of basketball clinics, lifestyle talks and activities for underprivileged youth and families.

"**Brighter You**" has been developed in line with Sun Life Financial of Canada's (SLF) focused support in the areas of diabetes awareness, prevention, education, care and research initiatives. Since SLF announced its support, over \$10 million had been committed towards the cause.

"This sponsorship is an eye opener for many of us who were previously unaware of the daily regime of constant monitoring that persons with diabetes go through as well as the high cost associated with the supplies needed for them to monitor their glucose level three to four times daily," says Ooi Say Teng, Chief Executive Officer of Sun Life Malaysia Assurance Berhad, who participated alongside more than 20 employee volunteers to pack the monitoring supplies.

"We organised this activity to not only offer the opportunity for our employees to do their bit for the society but also to give them a wakeup call on the health and financial problems that they might encounter if they did not make the effort to eat and live healthily. Malaysia is currently among the highest in Asean in terms of number of diabetics and we hope our efforts will play a small part in helping to educate the public on the importance of prevention of the disease," Ooi added

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### **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 Financial Inc. and Khazanah Nasional Berhad.

Sun Life Malaysia offers a comprehensive range of life insurance and Takaful products and services to Malaysians across the country and is focused on helping customers achieve financial security. Sun Life Malaysia distributes its products through a range of distribution channels including bancassurance, direct marketing, telemarketing and government and corporate business. The centerpiece of Sun Life Malaysia's distribution strategy is its exclusive bancassurance agreement with CIMB Bank in Malaysia where it is able to distribute its products and services through the Bank's extensive network of branches.

Sun Life Financial is a leading international financial services organisation providing a diverse range of protection and wealth accumulation products and services. Chartered in 1865, Sun Life Financial and its partners today have operations in key 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.

Khazanah Nasional Berhad is the strategic investment fund of the Government of Malaysia and is involved in various sectors such as power, telecommunications, banking, healthcare, airport management, infrastructure, leisure & tourism, property development, broadcasting, investment holding, and technology.

For more information please visit [www.sunlifemalaysia.com](http://www.sunlifemalaysia.com)

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**Proposed photos**



Senior management representatives participated alongside staff in the preparation of various diabetes monitoring supplies and devices which the Company is sponsoring for 267 underprivileged children and adults registered with Diabetes Malaysia



Employee volunteers celebrated a job well done with a group photo



20 employee volunteers working together to sort out the supplies at Sun Life Malaysia office



Employee volunteers preparing the boxes based on the different requirements



Quality check to ensure the recipients receive the correct items



Employee volunteers worked hard over 2 hours to prepare the boxes.



Many employee volunteers were unaware of the daily regime of constant monitoring that persons with diabetes go through as well as the high cost associated with the supplies needed for them to monitor their glucose level three to four times daily.



The 267 packs contained various supplies needed for persons with diabetes to monitor their glucose level three to four times daily



SLM-branded box handed out to the father of a child with diabetes at the Diabetes Malaysia head quarters in Petaling Jaya