

## Sun Life Malaysia Names Hairul Azreen As Brand Ambassador

*Hairul to empower Malaysians to achieve lifetime financial security and live healthier lives*

**Kuala Lumpur, Malaysia – (June 20, 2019)** - Sun Life Malaysia Assurance Berhad and Sun Life Malaysia Takaful Berhad (collectively Sun Life Malaysia), a life insurance and family takaful provider respectively, announced today their appointment of celebrity actor and fitness enthusiast, Hairul Azreen, as their Brand Ambassador for 2019/2020.

Commenting on the announcement, Raymond Lew, CEO & President / Country Head of Sun Life Malaysia, said, “We’re delighted to welcome Hairul onboard as Sun Life Malaysia’s Brand Ambassador. He is a natural fit to our business purpose of helping Malaysians achieve lifetime financial security and live healthier lives. We look forward to working with him to positively impact Malaysians towards healthy living financially, physically and mentally.”

Hairul Azreen, shared his excitement of joining the Sun Life Malaysia family, saying “I am a firm believer in the importance of ensuring insurance and takaful protection for our loved ones especially as a husband and father of two. At the same time, staying healthy and active is vital for our overall wellness and I share Sun Life Malaysia’s commitment and mission to empower Malaysians to take charge of their lives.”

The 31 year old actor has made a mark in the Malaysian film industry starring in a string of action-packed films, most notably in the 2018 military-action film, *Paskal*. Hairul has received praise far and wide for his leading role as Lieutenant Commander Arman Rahmat, and has just completed filming another action flick, *Wira*, due for release by the end of 2019.

Hairul will be appearing across a variety of Sun Life Malaysia campaigns from August onwards. Fans and fitness enthusiasts alike can look forward to meeting Hairul at an array of community outreach events as well as the highly anticipated Sun Life Malaysia Resolution Run in early 2020.

For the latest news and information on Sun Life Malaysia, visit: <http://www.sunlifemalaysia.com> or follow Sun Life Malaysia on Facebook at: [www.facebook.com/sunlifemalaysia](http://www.facebook.com/sunlifemalaysia) and Instagram at [https://www.instagram.com/sunlifemalaysia\\_my](https://www.instagram.com/sunlifemalaysia_my)

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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 Avicennia Capital Sdn. Bhd., a fully owned Khazanah Nasional Berhad investment holding company, specialising in Insurance and Family Takaful.

Sun Life Malaysia offers a comprehensive range of life insurance and Family Takaful 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, direct marketing, telemarketing, agency, telco-assurance and government and corporate business.

Sun Life is 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 31 March 2019, Sun Life had total assets under management (AUM) of CAD\$1,011 billion.

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](http://www.sunlifemalaysia.com).

**About Hairul Azreen**

A black belt in Taekwondo, Hairul Azreen began his career as a stuntman working on a string of local movies before venturing into tele-dramas. He made his big screen debut in 2011 and has gone from strength to strength since with his action prowess landing him several high profile movies in 2018 including that much praised Paskal and the year-end blockbuster Polis Evo 2.

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