

U MOBILE AND SUN LIFE MALAYSIA ENTERS INTO TELCO-ASSURANCE PARTNERSHIP MAKING IT THE FIRST MOBILE SERVICE PROVIDER TO OFFER LIFE MICROINSURANCE

KUALA LUMPUR, 18th MAY 2017 – U Mobile and Sun Life Malaysia today announced their partnership to provide telco-assurance to U Mobile's base of over five million customers. The collaboration is significant for two reasons. Firstly, it will be the first time that life insurance is offered to mobile customers in Malaysia via a telco service provider. Secondly, it is also the first time Malaysians will be able to apply, subscribe and manage their life insurance coverage entirely via their mobile phone, if they are a U Mobile customer.

During the Memorandum of Understanding (MoU) signing ceremony, U Mobile's Chief Executive Officer, Wong Heang Tuck, shared that the telco is very driven by its customers' passion and has an unlimited list of ideas on how to benefit customers. He pointed out that insurance coverage is just one of the many services the telco will be launching this year. "We believe that all our customers would want to have unlimited peace of mind during their time of need. As a start, we will be partnering with Sun Life Malaysia to offer life microinsurance which provides necessary and adequate protection at low monthly premiums."

Heang Tuck added that Sun Life Malaysia is the ideal life insurance partner, "Sun Life Malaysia not only shares our challenger mindset, but also has extensive expertise in insurance product innovation which we can tap into. Together, we will be able to offer products that are suitable yet financially accessible."

Also present at the signing ceremony was Raymond Lew, Chief Executive Officer and President / Country Head of Sun Life Malaysia. He echoed Heang Tuck's enthusiasm about the partnership, and stated that five out of every 10 Malaysians do not have life insurance coverage¹. The collaboration with U Mobile not only increases the awareness of the importance of life insurance among Malaysians, but also increases the accessibility for customers to purchase insurance products.

"Sun Life Malaysia's vision is to provide lifetime financial security to more Malaysians through our multi-channel distribution strategy, and we have identified telco-assurance as a key digital channel. Today's partnership marks our foray into telco-assurance and we are very excited to offer microinsurance products that are cost-effective and accessible while also supporting our government's objective to achieve an insurance penetration rate of 75% by 2020²," Raymond Lew added.

¹Life Insurance Association of Malaysia & Universiti Kebangsaan Malaysia – 2012 Underinsurance Study in Malaysia

²The Financial Sector Blueprint 2011-2020



U Mobile will be making Sun Life Malaysia microinsurance products available to its customers from October 2017. For more information, visit the U Mobile website at www.u.com.my. The MoU signing ceremony between U Mobile and Sun Life Malaysia took place today at Berjaya Times Square Hotel.

##

About U Mobile

At U Mobile, we believe in creating new and better ways to connect people via data and voice. As the fastest growing telco, we make it our business to constantly innovate so that we can provide the best mobile plans and customer experience, complimented by the most relevant technology for our customers. We challenge industry norms relentlessly to make mobile connectivity truly seamless to everyone.

For more information on U Mobile's products and services, please visit <http://www.u.com.my/> or participate in U Mobile's various social activities by visiting <http://www.fb.com/umobile>

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 Takaful.

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.

Sun Life Financial is a leading international financial services organisation providing a diverse range of insurance, wealth and asset management solutions to individuals and corporate Clients. Sun Life Financial 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 2017, Sun Life Financial had total assets under management of CAD\$927 billion.

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



For all media enquiries, please contact:

U Mobile

- **Sarah Chan:** sarah.chan@u.com.my, +6018 2000 755

Sun Life Malaysia

- **Tricia Loh:** tricia.loh@sunlifemalaysia.com, +6012-380 5990