



CIMB Bank and Sun Life Launch Limited Pay Insurance Savings Plan with Wealth Protection and Guaranteed Benefits

Combination of savings and guaranteed annual cash payout prove popular, with RM21 million sales since soft launch

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for immediate release

Kuala Lumpur: CIMB Bank Berhad (“CIMB” or “the Bank”) today rolled out Sun Wealth, its latest limited pay insurance savings plan that combines protection with guaranteed benefits for its customers. The insurance plan is developed exclusively for CIMB Bank by its bancassurance partner, Sun Life Malaysia Assurance Berhad (Sun Life Malaysia).

Sun Wealth is a unique non-participating universal life plan that provides guaranteed wealth preservation of the basic premium while offering potential growth from investment returns. The guaranteed acceptance feature also makes the application and enrolment hassle-free for customers.

Speaking at the launch of Sun Wealth, Samir Gupta, Chief Executive Officer, Group Consumer Banking, CIMB Group said, “We are pleased to once again partner with Sun Life Malaysia to deliver value to our customers through this innovative product combining protection and savings. This product is the latest in our range of insurance solutions with Sun Life Malaysia, where we strive to fulfil our customers’ aspirational needs for protection, investment and wealth creation.”

“With 8 million customers throughout Malaysia, CIMB Bank believes that there will be a high demand for Sun Wealth as it is designed specifically to help our customers achieve their financial goals regardless of their life stage. As of 31 October 2016, just over four months after Sun Wealth’s soft launch, CIMB Bank has already sold RM21 million worth of premiums,” Samir added.





"With improved technology and healthcare, people are living longer than ever before and we are here to help them prepare financially for the lifestyle they aspire to achieve. Life insurance is an essential medium in the area of wealth management – for savings, for investing, to protect customers' financial lifestyles or for legacy planning. The versatility of Sun Wealth gives CIMB Bank advisors the flexibility to assist customers to embark on a safe and secure wealth creation plan," said Raymond Lew, Deputy Chief Executive Officer, Sun Life Malaysia.

"The partnership with CIMB Bank and continued product innovation from this partnership complement our vision of offering lifetime financial security to Malaysians. Through Sun Wealth, customers can enjoy peace of mind as they plan ahead for their financial milestones in life," Lew added.

Sun Wealth offers customers flexible premium payment terms, where customers can choose from three short premium payment terms of 3, 5 or 8 years tailored to their specific needs. For example, the '3 Pay 15 Term' plan option allows customers to pay premiums for just three years while enjoying protection coverage and additional benefits for 15 years. The plan also offers easy enrolment with guaranteed acceptance which means no underwriting and medical check-up required for all applications of up to RM350,000 annual premium per life assured. An optional term life rider with sum assured up to RM300,000 per life assured is also available with no underwriting or medical check-up.

With Sun Wealth, customers can also look forward to receiving guaranteed returns through the Guaranteed Survival Benefit (GSB) and Guaranteed Maturity Benefit (GMB). GSB provides guaranteed yearly payouts of up to a total of 642% of the basic annualised premium while GMB pays a lump sum of up to a total of 228% of the basic annualised premium when the policy matures. More importantly, customers can receive additional insurance protection up to RM300,000 in the event of death as well as total and permanent disability by including the optional term life rider.

Sun Wealth is now available at all CIMB Bank branches nationwide.



About CIMB Bank

CIMB Bank is the consumer banking arm of CIMB Group, offering retail and commercial banking services.

CIMB Group is Malaysia's second largest financial services provider and one of ASEAN's leading universal banking groups. It offers consumer banking, investment banking, Islamic banking, asset management and insurance products and services. Headquartered in Kuala Lumpur, the Group is now present in nine out of 10 ASEAN nations (Malaysia, Indonesia, Singapore, Thailand, Cambodia, Brunei, Vietnam, Myanmar and Laos). Beyond ASEAN, the Group has market presence in China, Hong Kong, India, Sri Lanka, Taiwan, Korea, the US and UK.

CIMB Group has the most extensive retail branch network in ASEAN of close to 1,000 branches as at 31 August 2016. CIMB Group's investment banking arm is also one of the largest Asia Pacific-based investment banks, offering amongst the most comprehensive research coverage of more than 1,000 stocks in the region.

CIMB Group operates its business through three main brand entities, CIMB Bank, CIMB Investment Bank and CIMB Islamic. CIMB Group is also the 97.9% shareholder of Bank CIMB Niaga in Indonesia, and 93.7% shareholder of CIMB Thai in Thailand.

CIMB Group is listed on Bursa Malaysia via CIMB Group Holdings Berhad. It had a market capitalisation of approximately RM38.1 billion as at 30 June 2016. The Group has around 40,000 employees located in 16 countries.

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, incorporated in January 2013.

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 products and services to individuals and corporate customers. 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 December 2015, the Sun Life Financial group of companies had total assets under management of \$891 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.

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