



SUN LIFE MALAYSIA ENTERS INTO COLLABORATIVE PARTNERSHIP WITH TM

Collaboration to offer insurance products specially tailored for 2 million TM home customers through telemarketing by VADS

Kuala Lumpur, 13 August 2015 – Sun Life Malaysia Assurance Berhad (Sun Life Malaysia) today announced a collaborative telemarketing partnership with Telekom Malaysia Berhad (TM) and VADS Berhad (VADS). With this new collaboration, 2 million TM home customers will be offered Sun Life Malaysia's insurance products through the telemarketing services of VADS.

The collaborative framework will see each party contribute their own unique strengths - Sun Life Malaysia brings its innovative protection product expertise, TM offers the analytic insight of its home customers, whilst VADS provides technical and strategic know-how in managing overall customer experience.

The collaborative partnership was sealed via a tripartite agreement signed by Ooi Say Teng, Chief Executive Officer, Sun Life Malaysia, Khaidhir Elias, Vice President Sales, Consumer & SME, TM and Massimo Migliuolo, Chief Executive Officer, VADS.

"Sun Life Malaysia has the vision of providing Malaysians with lifetime financial security through access to protection at every stage of their life. We are committed to ensure that protection for Malaysians and their family is affordable and convenient. We also see the partnership as a great way to engage with the rapidly growing middle class here, where consumers are beginning to devote more income to their health and protection needs," said Ooi.

"This collaboration with Sun Life Malaysia is one of many ways we add value to our loyal customers by offering relevant and adequate insurance products to meet their protection needs. For a start, TM home customers will be offered with a Medical and Health plan which covers hospitalisation costs so that they need not worry about today's escalating medical bills. This latest partnership fits aptly with our proposition of "Life Made Easier" for our customers," said Khaidhir.

"We are delighted to bring the convenience of VADS' expertise and services to this collaborative partnership. Our dynamic use of value-based innovative solutions and services allows partners such as Sun Life Malaysia to focus on innovating tailored life insurance products for TM's home customers," said Massimo.



The soon to be launched Medical and Health plan provides cash payment in the event of hospitalisation. Reasonably priced from as low as RM41 per month, the product comes with comprehensive benefits such as daily cash allowance in the event of hospitalisation. The amount will be doubled in any case of admission to Intensive Care Unit; lump sum cash for surgical expenses as well as Accidental Bill Protector benefit.

As an added value, signed up TM customers will also receive a complimentary six (6) months coverage which provides protection for death and total permanent disability. Sun Life Malaysia is offering this complimentary protection in line with its vision of providing lifetime financial security to all its customers by ensuring they are more future-ready through financial protection.

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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 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.

Celebrating 150 years in 2015, 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 and its partners have 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.

For more information please visit www.sunlifemalaysia.com.



About TM

Telekom Malaysia Berhad (TM), Malaysia's convergence champion and No. 1 Converged Communications Services Provider, offers a comprehensive range of communication services and solutions in broadband, data and fixed-line. As a market leader, TM is driven by stakeholder value creation in a highly competitive environment. The Group places emphasis on delivering an enhanced customer experience via continuous customer service quality improvements and innovations, whilst focusing on increased operational efficiency and productivity.

Leveraging on our extensive global connectivity, network infrastructure and collective expertise, TM is well positioned to propel Malaysia as a regional Internet hub and digital gateway for South-East Asia. TM remains steadfast in its transformation into a new generation communications provider to deliver an enhanced and integrated digital lifestyle to all Malaysians, and opening up possibilities through connection, communication and collaboration, towards our shared vision of elevating the nation into a high-income economy.

As a model corporate citizen committed to good governance and transparency, TM continues its pledge to ensure the integrity of our processes, people and reputation as well as the sustainability of our operations. Our Corporate Responsibility (CR) ethos reinforces responsible behavior in the four main domains of the marketplace, workplace, the community and the environment. With a focus on ICT, the Group further promotes 3 major platforms i.e. education, community/nation-building and environment, through our Reaching Out programmes.

For further information on TM, visit www.tm.com.my.

About VADS Berhad

VADS Berhad (VADS) is one of Malaysia's leading Managed Integrated ICT/BPO Service Provider. Established in 1991, it is a wholly owned subsidiary of Telekom Malaysia Berhad; serving more than 500 medium to large businesses across industries. We bring together people, processes and technologies to enable more effective and dynamic use of information technology and communication. We empower businesses with value-based innovative solutions and services by offering our expertise in what we do best that allows you to focus on what you do best – your core business.

We have carefully assembled a team of proven players made up from a diverse group and culture that possess the right mix of skills and experience -- from operations to research, software development and project management. The depth and breadth of skills among VADS personnel that are formed with the inclusion of a global outlook are ultimately what set us apart from the rest.

To learn more about VADS and its products and services, log on to www.vads.com



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