

Sun Life Malaysia Sponsors Local Action Blockbuster **Wira**

Sponsorship Aims to Advocate Importance of Family Protection

Kuala Lumpur, Malaysia – October 1, 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 its sponsorship of **Wira**, a locally-produced, never before seen action blockbuster.

Starring Sun Life Malaysia's Brand Ambassador, Hairul Azreen, the highly anticipated movie highlights the courage and bravery of an ex-Commando who returned home after a long absence to help his family out of a sticky situation with a local thug. Set to hit Malaysian cinemas on 21 November, the sponsorship of **Wira** is Sun Life Malaysia's effort to bring forth the importance of protecting loved ones physically as well as financially.

Commenting on the sponsorship, Raymond Lew, CEO and President/Country Head of Sun Life Malaysia shared, "We are pleased to be supporting our ambassador, Hairul Azreen, who plays the lead role. The passion, sacrifice and courage he displayed to protect his loved ones was beautifully captured in the movie and this is certainly in line with our business purpose of bringing lifetime financial security to our Clients."

Speaking on the movie, Hairul said, "Wira tells a story that all Malaysians can relate to, a story about persevering and fighting to keep our loved ones safe and protected no matter the odds. At the end of the day, this is the same core message that both Sun Life Malaysia and I want to advocate to all Malaysians. I am grateful for their belief and support in further amplifying Wira and the inspirational values behind it."

The highly acclaimed director of breakout hit PASKAL, Adrian Teh helms this upcoming film along with several regional stars such as Fify Azmi, Ismi Melinda, Yayan Ruhian, Josiah Hogan and more.

Adrian shared, "Following the footsteps of PASKAL, **Wira** celebrates the many unsung heroes of Malaysia who walk amongst us. We are grateful for Sun Life Malaysia's support for locally-produced movies. We hope **Wira** can be an inspiration for all Malaysians to bring out their inner heroes."

To celebrate the sponsorship, Sun Life Malaysia has launched a #SunLifeMyWira Instagram contest (04 Oct – 24 Oct 2019) to offer the public and its clients the opportunity to attend the official premier of **Wira**. Contestants just need to showcase their very own superhero creation via photo or video and explain how their superpowers would help inspire and create brighter lives for others.

Outside the silver screen, Hairul has been an equally inspiring hero through his various initiatives and activities with Sun Life Malaysia. This includes the promotion of the Brighter Health Screening Programme which aims to create awareness on the importance of early detection of diabetes. Hairul has also played an active role in building awareness for Sun Life Malaysia's recent product offerings, Sun Infinity-i and the SunAccess App, both of which are designed to empower Malaysians to achieve lifetime financial security.

For more information on Sun Life Malaysia, please visit www.sunlifemalaysia.com. To learn about Sun Life Malaysia's Wira Instagram contest, please follow 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 30 June 2019, Sun Life had total assets under management (AUM) of CAD\$1,025 billion.

Sun Life Financial Inc. trades on the Toronto (TSX), New York (NYSE) and Philippine (PSE) stock exchanges under the ticker symbol SLF.

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