

Sun Life Malaysia Unveils New Branch Office To Solidify Business Growth and Elevate Client Experiences

A Pivotal Strategy To Increase Advisor Strength By 50% In 2022

Kuala Lumpur, Malaysia – February 23, 2022 - Sun Life Malaysia, a life insurance and Family Takaful provider, announced the opening of its new One Utama Branch at 1 First Avenue in Bandar Utama. The new branch office aims to support the company's expansion plans, scale up Client experiences and strengthen distribution excellence.

Speaking at the opening ceremony, Raymond Lew, CEO and President/Country Head of Sun Life Malaysia, said, "Being a 'Client-centric' company, Sun Life Malaysia remained focused on delivering on our Purpose of helping Clients achieve lifetime financial security and live healthier lives. We are continuously adapting and improving our products and services, and this new branch office allows us to better serve our Clients and deliver positive financial and health impacts, especially now, when they need us most."

Strategically located in the prime area of Bandar Utama, the new branch office occupies the ground and 18th floors of the 1 First Avenue office tower, spanning a total floor space of 17,587 sq foot.

The design layout of the new branch office speaks volumes of Sun Life Malaysia's bright, caring, and optimistic brand personalities. The contemporary and modern interior features natural light, open spaces, expansive areas for discussions, training rooms, and a café-style pantry, promoting an engaging working environment for their advisors to better serve and connect with Clients.

Raymond added, "Aligning to our 2022 tagline – 'Bolder & Better, Together', we wanted this new space to be the first-of-its kind 'service branch', to not only serve our Clients in the most comfortable environment but also for us to nurture and grow the most respected advisor force in the industry. For our advisors, this space doubles up as a 'learning & collaborative hub', helping them drive Sun Life Malaysia, and their career, to greater heights."

According to Raymond, the company is looking at growing its advisor strength by 50% in 2022 and subsequently contributing towards the increase of its MDRT (Million-Dollar Round Table) qualifiers from the Agency channel by three-fold.

The rising awareness and demand for insurance and takaful means Sun Life Malaysia's advisors have an important role to play in helping more people achieve financial security. Through its Brighter Academy initiative, Sun Life Malaysia aims to create the most respected financial advisors in the industry, by providing them access to the best technology, tools, insights and ultimately to deliver the best experiences for Clients.

Additionally, Sun Life Malaysia revealed that the new branch office complements the company's ongoing efforts to embed sustainability in its business and operations. The new branch office is located in an MSC-status green building that holds a Gold certification for the GBI (Green Building Index) in supporting its goals to reduce carbon footprint and promoting a more eco-friendly workspaces for its people.

To learn more about Sun Life Malaysia, including their sustainability-focused initiatives, products and offerings, please visit www.sunlifemalaysia.com.

Connect with Sun Life Malaysia

[Facebook](#) | [Instagram](#) | [YouTube](#)

#SunLifeMalaysia

#LifeIsBrighterUnderTheSun



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 Assurance Company of Canada and Khazanah Nasional Berhad.

As a life insurance and Family Takaful provider, Sun Life Malaysia offers a comprehensive range of 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 and bancatakal, agency force, direct marketing and telemarketing, corporate and government business and e-distribution.

Sun Life Assurance Company of Canada is a principal operating life insurance subsidiary of Sun Life Financial Inc., 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 December 31, 2021, Sun Life had total assets under management of CAD\$1.44 trillion. For more information, please visit www.sunlife.com.

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.

Media Relations Contact:

Angela Tham
Senior Manager, Brand & Communications
Sun Life Malaysia
Tel/Mobile: 03-2614 8846 / 012-227 7721
Email: angela.tham@sunlifemalaysia.com

Saarah Jasmine
PR Manager
Truth Communications
Tel/Mobile: 017-3944018
Email: saarah@truth.my