



## **CIMB Bank Launches Sun EduSmart**

*An innovative education plan developed exclusively for CIMB Bank by Sun Life Malaysia*

Wednesday, 13 May 2015

*for immediate release*

---

Kuala Lumpur: CIMB Bank today rolled out the latest addition to its stable of financial solutions, Sun EduSmart. Developed exclusively by its bancassurance partner, Sun Life Malaysia, Sun EduSmart is an education plan which aims at helping parents plan ahead towards providing their children a financial access to quality education.

The first of its kind as compared to similar education plans in Malaysia, Sun EduSmart's most unique feature is its Education Booster Fund (EBF), an interest-rate linked payment paid on top of the Guaranteed Maturity Benefit. The booster fund is an annual addition that is pro-rated and credited at the end of each policy monthly anniversary according to a specified benchmark yield. The fund is not available for withdrawal before maturity, as it has been created with the specific intention to boost up the benefit amount come maturity. This amount is also payable in the event of death or permanent total disability of the life assured.

On top of EBF, the life assured is rewarded with an Education Reward of RM500 for UPSR, PSLE or equivalent Standard 6 examinations and RM1000 for SPM/SPVM/O-Level or equivalent Form 5 examinations.

Offered to children as young as 30 days old, Sun EduSmart also took into the importance of ensuring the child's future is secured in the unfortunate event of death or total permanent disability of the policy owner through a waiver of premium benefit. It also provides additional tax relief under the insurance premium for education benefit in addition to the usual tax relief for life insurance and Employees Provident Fund (EPF).

"We are pleased to partner with Sun Life Malaysia to further add value to our customers through this exclusive innovative education plan. The cost of raising children is reaching astonishing new heights, more so with the sharp rise in education fees in recent years. The financial toll can be challenging to parents and being unable to provide for them can affect the quality of your children's lives in terms of their education and wellbeing. We want to empower parents by





educating them about the importance of planning ahead and saving for their children's future now by giving them the right plan to keep up with the rising costs of living. When it comes to your child's education, it pays to plan early and taking up Sun EduSmart will be one wise decision our customer can make," said Dato' Sulaiman Mohd Tahir, Chief Executive Officer, CIMB Bank.

Sun Life Malaysia Chief Executive Officer, Ooi Say Teng said, "Parenting itself is already a challenging vocation, the decision of where your child should study should be based on the child's ability and talent, and not hampered by affordability. Through Sun EduSmart, we hope parents are able to concentrate on providing the best education for their children without worrying about the cost as tertiary education is the foundation for their future."

"In our quest to raise awareness on the need for adequate financial planning, we introduced Money for Life, a customised approach to financial and protection planning. Sun EduSmart joins and complements the suite of bancassurance offerings from Money for Life. Adapted from Sun Life Financial, Canada, Money for Life is available at selected CIMB Bank branches to help the Bank's customers build a plan for every life stage," Ooi added.

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

---

### **About CIMB Bank**

CIMB Bank is the consumer banking arm of CIMB Group, offering retail, commercial and corporate 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, Bahrain, India, Sri Lanka, Taiwan, Korea, the US and UK.

CIMB Group has the most extensive retail branch network in ASEAN of more than 1,000 branches as at 31 March 2015. 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 RM52.4 billion as at 31 March 2015. The Group has over 41,000 employees located in 17 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 Khazanah Nasional Berhad.

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.

Celebrating 150 years in 2015, Sun Life Financial is a leading international financial services organization 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. As of March 31, 2015 the Sun Life Financial group of companies had total assets under management of \$813 billion.

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

Khazanah Nasional Berhad is the strategic investment fund of the Government of Malaysia and is involved in various sectors such as power, telecommunications, banking, healthcare, airport management, infrastructure, leisure & tourism, property development, broadcasting, investment holding, and technology.

For more information please visit [www.sunlifemalaysia.com](http://www.sunlifemalaysia.com).

---

If you have further queries or require more information, please contact:

Effendy Shahul Hamid  
Group Chief Marketing and Communications Officer  
CIMB Group  
Tel: +603 - 2261 0688  
Fax: +603 - 2261 0601  
Email: [effendy.hamid@cimb.com](mailto:effendy.hamid@cimb.com)





Josandi Thor  
Managing Director  
Head of Brand, Marketing and Communications  
CIMB Group  
Tel: +603 - 2261 0628 / +65 - 6302 3885  
Fax: +603 - 2261 0601 / +65 - 6506 1222  
Email: [josandi.thor@cimb.com](mailto:josandi.thor@cimb.com)

Tricia Loh  
Head, Brand & Communications  
Sun Life Malaysia  
Tel: 03 – 2614 3599  
Email: [tricia.loh@sunlifemalaysia.com](mailto:tricia.loh@sunlifemalaysia.com)

