



FOR IMMEDIATE RELEASE



U MOBILE EARNS ANOTHER DIGITAL TELCO MILESTONE AS THE FIRST AND ONLY TELCO WITH TELCO-ASSURANCE OFFERING THAT QUALIFIES FOR PERLINDUNGAN TENANG VOUCHER PROGRAMME

U Mobile Teams Up with Sun Life Malaysia to Make Insurance Protection Accessible and Affordable for Bantuan Prihatin Rakyat (BPR) Group

Kuala Lumpur, 30 September 2021 – U Mobile achieved another digital telco milestone today by being the only company in the industry to have a telco-assurance product that is eligible for the Perlindungan Tenang Voucher Programme. This Programme, an initiative by the Government of Malaysia, will see eligible Bantuan Prihatin Rakyat (BPR) recipients receiving a RM50 voucher to purchase life insurance and family takaful plans that fall under the scheme.

For new and existing* U Mobile customers who qualify for the voucher, they will enjoy 5 months of coverage amounting to RM50 for the company's life microinsurance product called **GoLife 10**, which is underwritten by Sun Life Malaysia Assurance Berhad. **GoLife 10**, like all other U Mobile's telco-assurance products, may be applied and managed via the U Mobile website and MyUMobile app, offering customers a convenient and contactless experience.

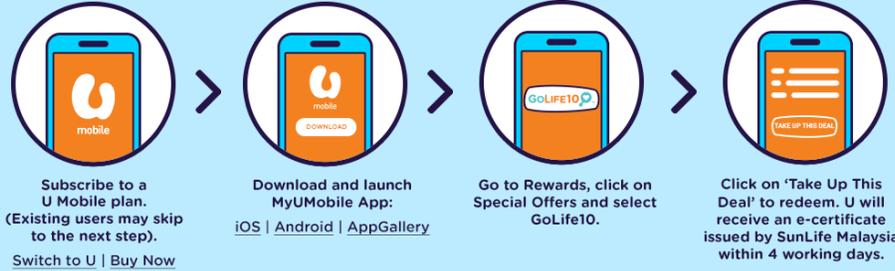
Jasmine Lee, Chief Marketing Officer of U Mobile, shared that the company is all about unleashing every potential and as such has been aggressively expanding its digital offerings in its quest to become the country's preferred digital telco. Its early efforts of being the first and only telco to offer affordable and accessible telco-assurance products meant the company had the immediate capability to provide a product that qualifies for the Perlindungan Tenang Voucher Programme. "U Mobile is delighted to be able to play our part for the Malaysian community by being the only telco to participate in Bank Negara Malaysia's Perlindungan Tenang Voucher Programme. This offering is extremely timely as Malaysians continue to confront the impact of the on-going COVID-19 pandemic. We hope the five months subscription for our **GoLife 10** life microinsurance product will benefit new and existing U Mobile customers and provide the much-needed protection for themselves and their loved ones during this difficult time."

Sun Life Malaysia's CEO and President / Country Manager, Raymond Lew said, "As the COVID-19 pandemic continues to affect livelihoods of many Malaysians, Sun Life Malaysia remains committed to support the government's efforts in bridging the insurance and takaful protection gaps, especially amongst unserved and underserved communities. At Sun Life, our purpose is clear – to help people achieve lifetime financial security and lead healthier lives, and since 2017, we have partnered with U Mobile to make life insurance/family takaful affordable and accessible for the underserved communities. We believe by providing them with equitable access to protection plans, we are enabling them to live a financially secure and healthier life."

To sign up for U Mobile's Perlindungan Tenang Voucher Programme offering, new and existing customers who qualify will need to follow the following steps:

Easy Steps to Get Up to RM76,000 Coverage!

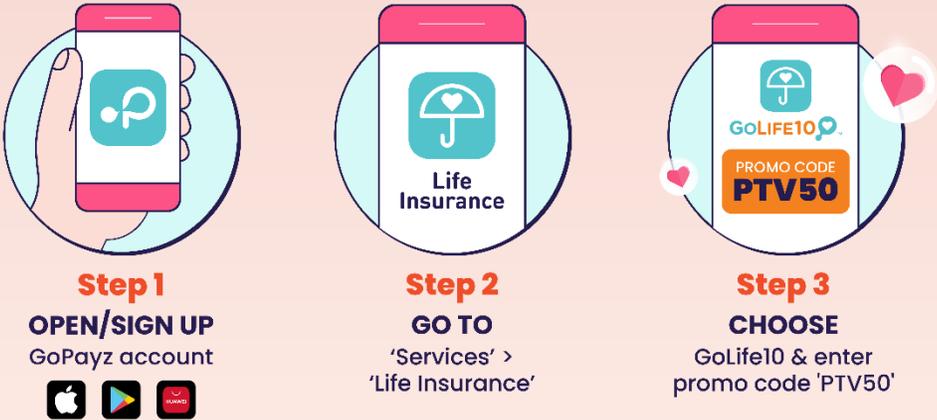
Subscribe today and get 5 months GoLife10 life insurance protection.



To ensure the ease of sign up for the offering, the telco is also opening the offer to eligible users of its e-wallet, GoPayz. Here's how GoPayz users can sign up:



Tekan-tekan & redeem your life insurance coverage in 3 easy steps!



Step 1
OPEN/SIGN UP
GoPayz account


Step 2
GO TO
'Services' >
'Life Insurance'

Step 3
CHOOSE
GoLife10 & enter
promo code 'PTV50'

For more information on U Mobile's Perlindungan Tenang Voucher Programme offering, please visit u.com.my/golife and <https://www.gopayz.com.my/golife10perlindunganantenang>. For information on other U Mobile's products and services, visit www.u.com.my or contact U Mobile's customer service at 018-388 1318. For GoPayz's products and services, visit www.gopayz.com.my.

**Valid for all eligible new and existing customers including new line registration and mobile number portability (MNP) port-ins.*



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About U Mobile

At U Mobile, we want to help our consumers realise their Unlimited Potential. We make it our business to constantly innovate so that we can create products and services that our consumers value most. With our continuing commitment to expand our 4G network and roll out 5G powered innovations in various sectors, we are in the position to deliver an enhanced network and customer experience that will add unlimited fun and freedom to our consumers' lives. For more information on U Mobile's products and services, please visit www.u.com.my or contact U Mobile's customer service at 018-388 1318.

About GoPayz

GoPayz is revolutionising the way consumers pay and use financial services. From micro insurance to wealth investment, GoPayz enables everyone to access affordable financial services anytime and anywhere. We are focused on developing innovative digital financial services that enhance the lifestyles of our consumers and we believe financial inclusion is the foundation on which our brand is built upon. For more information on GoPayz's products and services, please visit www.gopayz.com.my or contact GoPayz's customer care line at +6018 388 3388.

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 bancatakaful, 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 June 30, 2021, Sun Life had total assets under management of \$1.36 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

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