

## **U MOBILE COLLABORATES WITH SUN LIFE MALAYSIA TO EXPLORE CREATING DIGITAL HEALTH ECOSYSTEM, DIGITAL HEALTHCARE INNOVATION COMMUNITY AND 5G TRIALS**

KUALA LUMPUR, 26 MARCH 2019 – U Mobile, the data centric and multiple award winning telco, today signed a memorandum of understanding with Sun Life Malaysia, one of Malaysia’s fastest growing insurance and family takaful providers, strengthening their working relationship. The latest MOU will see the telco collaborating with Sun Life Malaysia to explore 5G trials on digital health use cases. Secondly, the two parties will leverage each other’s strengths, capabilities and network of providers to potentially build a digital health ecosystem. The third area that U Mobile and Sun Life Malaysia will be working closely together is to venture into the possibility of setting up a digital health innovation incubator and accelerator focused on providing funding, relevant mentorship and investment resources to selected digital health content developers and providers.

CEO of U Mobile, Wong Heang Tuck, shared the significance of this partnership: “U Mobile believes in the unlimited potential of 5G, as such we are working to conduct testbeds and trials in various business verticals to attain relevant insights to minimise challenges when we roll-out. In this instance, we truly believe advances in technology and connectivity will enable healthcare services to be more accessible and inclusive than ever. To realise that vision, we could not find a better partner than Sun Life Malaysia. We have had a great working relationship with them since launching GoLife, which made us the first telco to offer life microinsurance. We hope through this latest partnership U Mobile will be able to bring even greater benefits to Malaysians through 5G technology.”

CEO & President / Country Head of Sun Life Malaysia, Raymond Lew, said: “Technology offers immense opportunities for us to build a sustainable business, as shown through the existing digital distribution of our insurance products through leveraging on U Mobile’s infrastructure and network. We also constantly look for partnership opportunities to increase our engagement with the consumers; understand their behaviours to better evaluate risks and reduce costs of our solutions to ensure more can be insured. We believe that through this expanded collaboration, which will give us access to the potential of 5G technology and our established relationship with U Mobile, we can be at the forefront to give Malaysians smarter, simpler and more cost-effective insurance solutions and services.”

The MOU signifies the extension of an existing partnership, allowing U Mobile and Sun Life Malaysia the possibility to explore and expand into the digital health space through 5G testbeds and trials. One such example may include U Mobile potentially working with Sun Life Malaysia’s network of medical providers on remote healthcare use cases. Another trial could see the use of Analytics and Machine Learning for wellness monitoring so that deeply personalised wellness recommendations may be presented to end user.

The MOU was signed by Wong Heang Tuck, U Mobile’s CEO and Raymond Lew, Sun Life Malaysia’s CEO & President / Country Head.

### **About U Mobile**

At U Mobile, we want to help our customers unleash their Unlimited Potential. We make it our business to constantly innovate so that we can create products and services that our customers value most. With our awarded additional spectrum of 2x15MHz of 1800 MHz bands and 2x5MHz of 900 MHz bands switched on along with our continuing commitment to expand our #BARULAHBEST 4G network, we are in position to deliver an enhanced network experience that will add unlimited fun and freedom to our customers' lives. For more information on U Mobile's products and services, please visit [www.u.com.my](http://www.u.com.my) or contact U Mobile's customer service at 018-388 1318.

### **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.

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 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, telcoassurance and government and corporate business. For more information, please visit [www.sunlifemalaysia.com](http://www.sunlifemalaysia.com).

Sun Life Financial is a leading international financial services organisation providing insurance, wealth and asset management solutions to individual and corporate Clients. Sun Life Financial 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 31 December 2018, Sun Life Financial had total assets under management (AUM) of CAD\$951 billion. For more information, please visit [www.sunlife.com](http://www.sunlife.com).

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