



Press Release

For Immediate Release

**SUN LIFE MALAYSIA CONTRIBUTES RM432,000 IN SUPPORT OF
THE FIGHT AGAINST DIABETES**

*Insurance company sponsors diabetes monitoring supplies for
240 underprivileged patients across Malaysia*

Kuala Lumpur, June 2015 – Sun Life Malaysia Assurance Berhad (Sun Life Malaysia) recently revealed a total sponsorship of RM432,000 to Diabetes Malaysia for year 2014 and 2015.

The sponsorship is part of Sun Life Malaysia's "Brighter YOU" Corporate Responsibility (CR) programme, which was launched in July 2014 in line with Sun Life Financial Canada's community focus on helping persons with diabetes and health programmes to prevent this disease.

"The burden of non-communicable diseases (NCD), especially diabetes in Malaysia has become one of the most daunting causes of sickness and death. Each one of us has a role to play in the prevention and control of diabetes in Malaysia. We have to look beyond providing appropriate medical treatment to our diabetes patients, and start intervening with those who are at the high-risk of developing diabetes," said Professor Dato' Dr. Ikram Shah Bin Ismail, President of Diabetes Malaysia.

"As a non-governmental organisation dedicated to help people with diabetes to lead healthy and productive lives, we count upon organisations such as Sun Life Malaysia for financial aid and support us in our aim of building a nation of healthy individuals, families and communities. More importantly, we are very glad that Sun Life Malaysia is focusing on the importance of healthier lifestyles to lead to healthier futures as its social responsibility focus," Dr. Ikram added.

"This CR focus is very close to my heart and staff of Sun Life Malaysia as being in the insurance field; we came across many Malaysians who did not take into consideration their health as well as their future medical needs," said Ooi Say Teng, Chief Executive Officer of Sun Life Malaysia. "It is even more crucial for diabetes patients to manage their sugar level during this Ramadhan as they run the risk of hypoglycaemia if they did not consume enough food but at the same time they must also ensure that they don't overcompensate through over consumption," Ooi added.

"In fact, our 2014 Sun Life Financial Asia's Health Index reveals the emergence of what we are calling 'Generation O' – a demographic that is overworked, overstressed, overwhelmed and overeating as well. Such continuous behaviour will lead to higher possibility of medical complications later in life," Ooi added further.



For Diabetes Malaysia, Sun Life Malaysia is subsidising the quarterly provision of monitoring supplies which include test strips, pen needles, lancets and glucose meters to 240 underprivileged patients across the country. Every quarter, staff volunteers will be roped in to pack the supplies into personalised boxes before being distributed to the recipients.

- End -



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, incorporated in January 2013.

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.

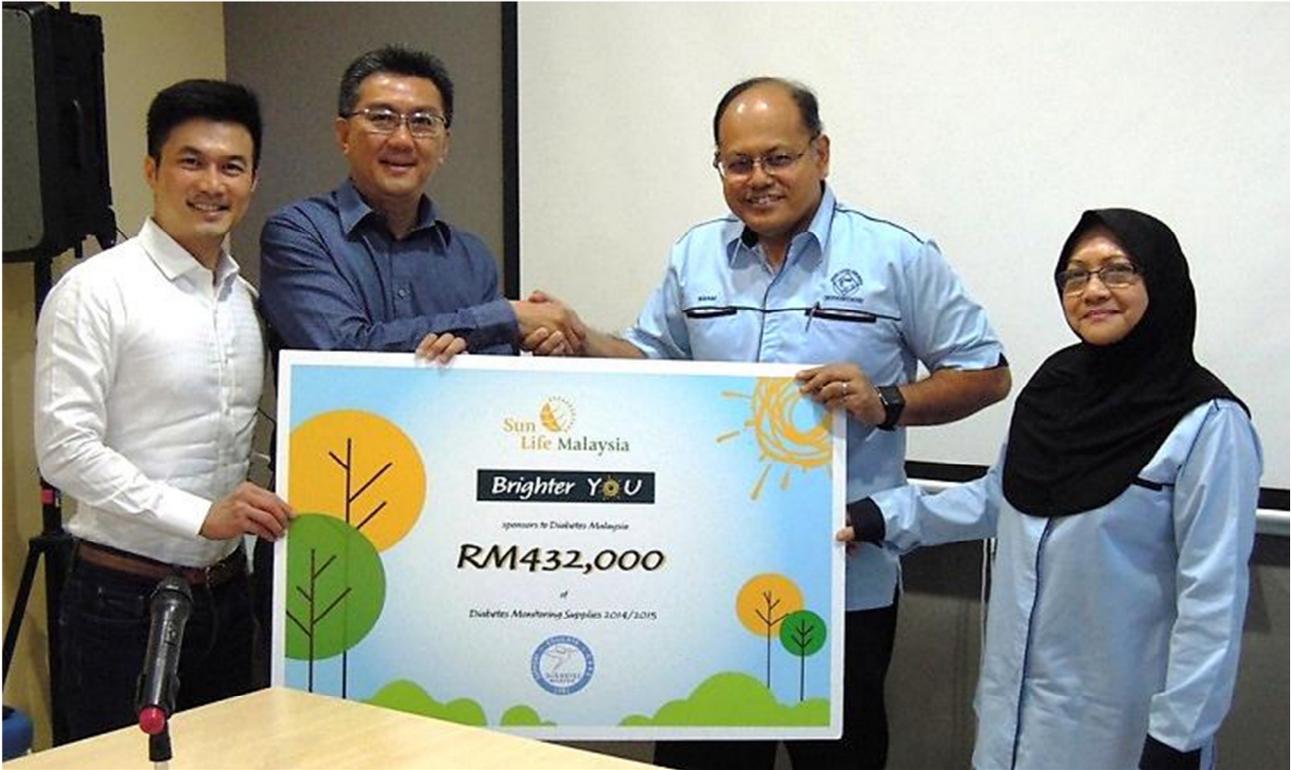
Celebrating 150 years in 2015, Sun Life Financial is a leading international financial services organisation providing a diverse range of protection and wealth products and services to individuals and corporate customers. Sun Life Financial and its partners have operations in a number of markets worldwide, 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.

For more information please visit www.sunlifemalaysia.com.

For enquiries, please contact
Tricia Loh
Head, Brand & Communications
Sun Life Malaysia
Tel: 03-2614 3599
Email: tricia.loh@sunlifemalaysia.com

Picture & Caption



Sun Life Malaysia handing over the sponsorship to Diabetes Malaysia.

From left: Raymond Lew (Chief Distribution Officer of Sun Life Malaysia), Ooi Say Teng (Chief Executive Officer of Sun Life Malaysia), Professor Dato' Dr. Ikram Shah Bin Ismail (President of Diabetes Malaysia) and Dato' Hjh Rahimah Binti Dato' Hj Ahmad (General Secretary of Diabetes Malaysia).