

Sun Life Malaysia Partners SEBA To Help SMEs Build Business Resilience

*Sun Life Malaysia Is 'Official Insurance Partner' for the
SME And Entrepreneurs Business Awards 2022*

Kuala Lumpur, July 1, 2022 – Sun Life Malaysia, a life insurance and family takaful provider, has partnered with Yayasan Usahawan Malaysia to become the 'Official Insurance Partner' for SME and Entrepreneurs Business Awards (SEBA) 2022. Through this partnership, Sun Life Malaysia aims to help SMEs build financial resilience and better manage their risks for a secure financial future.

According to Raymond Lew, CEO and President/Country Head of Sun Life Malaysia, Sun Life Malaysia is extremely honoured to be recognised as the official insurance & takaful partner for SEBA 2022. "Sun Life Malaysia has always championed a proactive approach towards protection and legacy planning. Since the onset of the pandemic, there has been rising awareness on the importance of building business resilience. We hope our expert knowledge will provide the participating small-and-medium-sized enterprises (SMEs) with the necessary guidance in navigating unexpected challenges and building financial resilience," shared Lew.

As Malaysia transitions into an endemic stage, the economy is set on a recovery path, providing a conducive environment for businesses to rebuild and simultaneously strengthen their operations.

Sun Life Malaysia emphasised, if SMEs wish to survive future uncertainties, they need to understand and implement the factors that drive business longevity from the onset. This includes setting up a contingency plan, wealth planning, accumulation, and distribution, for them to be passed on when the time comes.

Being a member of Sun Life, a global financial services organisation with 157 years of experience in the business of protection and wealth management, Sun Life Malaysia is the ideal partner to assist SMEs in securing their financial futures especially with its broad range of innovative life insurance and Shariah-compliant takaful solutions.

The theme of the seventh SEBA instalment is "Rise Up," which highlights businesses and entrepreneurs who have overcome the hurdles of the pandemic and other unforeseen circumstances.

Nitesh Malani, Chairman of Yayasan Usahawan Malaysia and founder of SEBA, said, "The pandemic was a real test of business resilience, many of our SMEs were unprepared for. Now that the Malaysian economy is picking up and consumer spending is increasing, we are optimistic that SME owners and entrepreneurs are poised to make a strong return. With a helping hand from Sun Life Malaysia, and their extensive protection offerings, local business will have a reliable source to turn to in times of need."

While the immediate focus of many SMEs is to grow business and profitability, Sun Life Malaysia urges them to not lose sight of their long-term financial security as wealth building and accumulation is a progressive journey and it requires good planning and persistence.

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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 March 31, 2022, Sun Life had total assets under management of \$1.35 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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