

Singapore Business Review
6 May 2022

<https://sbr.com.sg/co-written-partner/event-news/sun-life-malaysia-focuses-increasing-financial-security-and-helping-people-live-healthier>

**SINGAPORE
BUSINESS** REVIEW

EVENT NEWS

CO-WRITTEN / PARTNER | STAFF REPORTER , MALAYSIA



Sun Life Malaysia focuses on increasing financial security and helping people live healthier

The life insurance and takaful company remain committed to empowering Malaysians to achieve lifetime financial security and live healthier lives and has recently been recognised at the Malaysia International Business Awards 2022.

Sun Life Malaysia bagged the Malaysia International Business Awards 2022 trophy in the Life Insurance category for its commitment to empowering Malaysians to achieve lifetime financial security and live healthier lives financially, physically and mentally.

The Malaysia International Business Awards 2022, presented by the Singapore Business Review, is now in its fourth year of giving recognition to the most outstanding initiatives of international firms in Malaysia. The awards programme recognises companies for their hard work and dedication that significantly enhanced their business in Malaysia.

2021 remained an unusual year where the persisting pandemic impacts continued to cast a long shadow on economic, health and social developments. As a purpose-driven company, Sun Life Malaysia remained focused on helping its Clients and Malaysians increase financial security and live healthier lives.

Sun Life Malaysia kick-started a year-long campaign that revolved around three key impact areas: increasing financial security, empowering communities, and supporting sustainability.

Sun Life Malaysia understands that financial security is crucial in these trying times, so it went further to help Clients safeguard their finances by making protection and insurance more accessible. It rolled out more innovative insurance and takaful solutions, such as the Sun Shield Link, Sun Prestige Life, and Sun Enrich-i, to meet Clients' emerging protection needs.

Additionally, it expanded COVID-19 support measures to alleviate the financial burden facing affected Clients. Amongst others are extending the Payment Deferment Programme and introducing initiatives such as the Vaccination Complication Fund, the Medical Assistance Fund, a special medical coverage campaign to cover the cost of COVID-19 hospital treatment cost and a Client Wellness Campaign that provides extra coverage for new Clients.

As a brand championing healthy living, Sun Life Malaysia also find new ways to help Clients live healthier through its 6-month *Brighter Wellness* programme to encourage positive actions towards achieving total wellness - financially, physically and mentally.

It also partnered with four major health service partners to offer free blood glucose screenings to over 3,700 Malaysians, with the singular aim to slow the advancement of diabetes in Malaysia.

Guided by its Purpose, Sun Life Malaysia has doubled its efforts in supporting vulnerable communities affected by the COVID-19 pandemic. It joined forces with 15 community partners and non-government organisations to support the underserved communities through various programmes including a food aid programme, mental health workshops, fitness classes for youth and a B40 women entrepreneurship programme.

Sun Life Malaysia sees sustainability as a key differentiation factor for its brand and it recognised how pushing the sustainability agenda can drive long-term business success. In 2021, Sun Life Malaysia launched an industry-first investment-linked ESG fund to promote sustainable investing options to Malaysians.

The fund, Sun Life Malaysia Global Sustainable Fund, gave Malaysians the choice of making a positive and sustainable impact through their investments.

Sun Life Malaysia believes the collective actions taken today will bring the company a step closer to being the ultimate 'lifetime financial partner' that empowers Malaysians to achieve their overall well-being goals in life.