

Sun Life Malaysia and Union Artisan Coffee Celebrate 'International Friendship Day' By Giving Away 1,500 Free Cups Of Coffee

#CupOfHappiness Campaign Spreads Happiness and Kindness Through Friendship

Kuala Lumpur, August 1, 2022 – As the adage goes, “A cup of great coffee shared with a friend is happiness tasted and time well spent.” Whether you like your coffee black or with milk, coffee and great friends make the perfect blend. This International Friendship Day, Sun Life Malaysia, a Life Insurance and Family Takaful provider and Union Artisan Coffee, a local neighbourhood café chain, invite you to celebrate the magical bond of friendships over a complementary cup of coffee.

Held annually on 30 July, the International Friendship Day is observed by the United Nations with an aim to celebrate the gift of friendship by recognising the significant positive impacts that friendships have on people's lives. This year's theme is 'Sharing the human spirit through friendship'.

Through its **#CupofHappiness** campaign, Sun Life Malaysia is teaming up with Union Artisan Coffee where 1,500 cups of coffee will be given out free on a first-come-first-served basis, starting from Friday, 29 July to Thursday, 4 August 2022 at any of the 12 participating Union Artisan Coffee outlets located across the Klang Valley. Participants will have a choice between a Hot Americano or a Hot Caffe Latte (8oz) and are limited to one free cup of coffee per person.

Commenting on this campaign, Raymond Lew, CEO and President/Country Head of Sun Life Malaysia said, “Just like our brand tagline – Life is brighter under the sun, this friendship day's themed campaign underscores our mission to make life brighter. Through this partnership with Union Artisan Coffee, we hope to inspire more positive narratives that will spread kindness and share love over a cup of coffee and good conversation with great friends.”

“Strong friendships are built on the foundation of loyalty and trust. Sun Life Malaysia endorses these qualities as the company aims to be the go-to lifetime insurance and takaful partner to all Malaysians. We guide our Clients just as a good friend would, providing expert advice and helping them through both good and uncertain times. We want our Clients to know that we have their backs, and that we are committed to helping them to achieve lifetime financial security and lead healthier lives,” Lew added.

Union Artisan Coffee is known as a place of reunion and a warm sanctuary for reconnecting with loved ones due to its serene ambience and delectable offerings catered to everyone's palette, including high-quality specialty coffees brewed in-house, savoury dishes, sweet pastries, and cakes.

Commenting on this partnership, Eugene Chew, Chief Operating Officer of Incite Foodtech, the company which owns and operates Union Artisan Coffee, said, “You'd be surprised how a simple catch-up session over coffee can improve relationships as well as boost your mental health. Our coffees, which we take great care of selecting the right beans to brew to perfection, pour happiness into everyone's lives. We are aligned with Sun Life Malaysia's mission towards fostering brighter lives and hope this partnership will give our customers the perfect opportunity to rekindle their friendships.”

To redeem the coffee, interested members of the public is required to follow these steps:

Step 1: Follow and like Sun Life Malaysia (@sunlifemalaysia_my) and Union Artisan Coffee (@unionartisancoffee) on Instagram.

Step 2: Share the campaign post, and tag 3 friends.

Step 3: Fill in a form on sunlife.co/CupofHappiness to receive a unique code

Step 4: Flash the unique code and show proof of fulfilling steps 1 and 2.

The list of participating Union Artisan Coffee outlets includes 1 Mont Kiara, 1 Utama Shopping Centre, 3 Damansara, Centrepoint Bandar Utama, Citta Mall, Da Men Mall, KL Gateway Mall, Mid Valley Megamall, Quayside Mall, Setia City Mall, Sungei Wang Plaza and Taman Tun Dr. Ismail.

For further information about Sun Life Malaysia, please visit www.sunlifemalaysia.com.

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#LifeIsBrighterUnderTheSun



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 CAD\$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

About Union Artisan Coffee

Union Artisan Coffee is one of Incite Foodtech's top QSBF (quick-serving-beverage-and-food) brands. The neighbourhood-concept coffee chain caters mainly to the neighbourhood and working community. It all started with a simple desire to share and instil love and knowledge of good coffee with others. The desire has then expanded to brewing refined and tasteful coffee from our carefully selected beans, which are roasted in house. Customers of Union Artisan Coffee are welcomed not only by a great brew of coffee and a comprehensive selection of savoury dishes, sweet pastries and cakes, but also by the cosy ambience, which makes the cup of fine coffee even more of a delight. As of Q2 2022, Union Artisan Coffee operates in more than 15 locations with a variety of café formats in the Klang Valley region.

For more information, please visit www.unionartisancoffee.com

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