



**Press Release**

**For Immediate Release**

**Sun Life Malaysia & BookDoc Activate Malaysians  
To Live Healthier Lives With SunActiv**

*A wellness mobile application that rewards you for staying active and healthy*

**Kuala Lumpur, 27 May 2018** – Sun Life Malaysia recently announced its collaborative partnership with BookDoc to create a more health-conscious society through its wellness reward mobile application – SunActiv.

SunActiv is a replica of the existing BookDoc mobile application that offers great rewards for active users where all they need to do is to just walk and stay active. Introduced under its Live Healthier Lives strategy, Sun Life Malaysia aims to empower its Clients to embrace an active and healthy lifestyle for a brighter life.

To officially signify the collaboration, a symbolic event was held on 21 April 2018 during Sun Life Malaysia's Brighter Lives Roadshow at The Curve Mutiara Damansara, Petaling Jaya. Present at the event were Raymond Lew, CEO & President / Country Head of Sun Life Malaysia, Dato' Chevy Beh, Founder of BookDoc, and over 50 management members and representatives of both organisations.

Raymond Lew said, "Sun Life Malaysia is very pleased to partner with BookDoc to enhance our Client value proposition through SunActiv. We are a caring and responsible insurer that not only takes care of our Clients protection and financial needs, but also their health and wellbeing. Designed for simplicity and ease of use, SunActiv will encourage our Clients to stay active and live healthy because every step they take will count towards redeeming great lifestyle rewards."

"Besides Clients, we have also made SunActiv available to our employees. We hope it will help both our Clients and employees improve their overall quality of life and prevent diseases like diabetes because according to the National Health and Morbidity Survey 2015, almost one in five Malaysian adults has diabetes, and one of the contributing factors is the sedentary lifestyle," he added.

Dato' Chevy said, "BookDoc is thrilled to collaborate with Sun Life Malaysia to help gamify Malaysians' behaviour to take care of their health. A lot of people understand that prevention is better than cure but unfortunately they do not take proactive actions to live a healthy life until something happens to them or their loved ones – which might be too late. We hope our partnership with Sun Life Malaysia can help drive positive changes in the lives of Malaysians."



During the event, Sun Life Malaysia also introduced its Live Healthier Lives Ambassador, Abdul Rahman Lee, who is the Malaysia's SEA Games 2017 Discus Bronze Medallist.

“We chose Abdul Rahman Lee to be our health ambassador because being a sportsman, he lives an active and healthy lifestyle and he is in the position to inspire others to do the same. Our aim is to provide avenues for our Clients especially and Malaysians in general to proactively take ownership of their health,” said Raymond.

Throughout this year, Abdul Rahman Lee will be appearing in series of social media engagement activities and communications to educate and engage the public on general health and fitness information.

Features and benefits of SunActiv:

- **Search & Book** – Find and book healthcare professionals.
- **Activ** – Track every step one took and the average monthly steps will determine the Reward level (Bronze, Silver, Gold or Platinum) to access lifestyle deals from over 50 rewards partners.
- **Health Info** – Stay connected with the latest news on medical and technology locally and globally.
- **Marketplace** – Get the best value from a one-stop shop for health, wellness and fitness offerings.

SunActiv is currently available for download on Google Play Store and Apple App Store by invitation only.

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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 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.

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 2017, Sun Life Financial had total assets under management (AUM) of CAD\$975 billion.

For more information, please visit [www.sunlifemalaysia.com](http://www.sunlifemalaysia.com).

### **About BookDoc**

BookDoc, with presence in 5 Countries and 20 cities (Malaysia, Singapore, Hong Kong, Thailand and Indonesia), is an online platform that operates across the healthcare continuum connecting patients to healthcare professionals anytime and anywhere, while incentivising all to stay active.

BookDoc has established an integrated online ecosystem for local and overseas health travellers. The ecosystem allows users to search and book healthcare professionals anytime and anywhere, and integrates seamlessly with navigation (Google Map, Waze), transport (Grab, Uber, AirAsia), accommodation (Agoda and Airbnb) and recommended restaurants & attractions (TripAdvisor) for a hassle-free and enjoyable experience to healthcare appointments. In addition, through BookDoc Activ, it rewards users for maintaining high level of activity by partnering major retailers and service providers that offer users discounts for achieving reward tiers based on activity level. Among the reward partners are Zalora, Fave (Groupon), Guardian, Secret Recipe, Oldtown White Coffee, Coffee Bean and many more.

The company is backed by a diverse group of investors from entrepreneurs to seasoned healthcare and insurance professionals, banker, regulators as well as ICT professionals. It has made records in achieving the highest pre-seed and seed valuation in Asia Technology Start-up history. It is available online at [www.bookdoc.com](http://www.bookdoc.com), App Store and Google Play Store.

For more information, please visit [www.bookdoc.com](http://www.bookdoc.com)

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