



## **Press Release**

### **For Immediate Release**

## **SUN LIFE MALAYSIA LAUNCHES MONEY FOR LIFE**

*Money For Life begins with Experience Tomorrow, Today Campaign*

**Kuala Lumpur, 3 November 2014** - Sun Life Malaysia launched its financial and protection planning approach – Money for Life – through an innovative digital campaign **Experience Tomorrow, Today**. Money for Life is an approach that Sun Life Financial, the global company, has introduced in Canada in the quest to raise awareness for the need for adequate financial planning. The overarching objective is ensure that the public is prepared for life, at different stages and needs of life. Sun Life Malaysia planned to reach out to Malaysians through various touchpoints under Money for Life to help them understand the needs to be better prepared.

Mr Ooi Say Teng, Chief Executive Officer, Sun Life Malaysia said, “We realised that to a certain extent, Malaysians are aware of insurance because they have been told about the pitfalls from lack of planning. But we also understand that it is challenging in the current environment as we need to ensure that we are able to live our lives right now and at the same time maintain the quality of life later. Through Money for Life, it’s not just the products, it is understanding customers’ needs and catering to that.”

The first key outreach programme under the Money for Life banner is the Experience Tomorrow, Today Campaign. True to its name, through the campaign’s portal, [www.moneyforlife.my](http://www.moneyforlife.my), consumers will have their future self talking to them about their future life’s choices. The portal is equipped with a face recognition software that allows users to see how they look like in the future. Their future self will take them through different life’s choices – based on their priorities for the future and how much their future lifestyle will cost them. The innovative campaign went live on Thursday, 30 October.

“We understand that insurance is a dry subject and the products are intangible. What we wanted was to communicate with Malaysians effectively and in a way that can engage them in a lighthearted manner and be memorable at the same time. Because of this, we decided to take a different approach and let the person they trust best to talk to them about their future needs – themselves, because we also believe that the best insurance agent that consumers have are themselves. Under Money for Life, we will be also be reaching out to customers on a personal level. It’s not just about telling them to prepare, but we help them on the how as well.” Ooi added further.

Experience Tomorrow, Today campaign uses facial recognition software to age users and provides them with six future lifestyle options - education, health, investment, protection, education and retirement – to select from. The lifestyle options are exaggerated and lighthearted but aims to drive home the message of realistically preparing for their changing needs in the future.

The use of digital campaign took into consideration Malaysians’ use of digital and social media. Malaysia has 17.5 million internet users, with 87.9% of Malaysians having access to Facebook on which the campaign is leveraging on. The campaign allows users to post their older self on their facebook account to share with their friends.

Sun Life Malaysia is a new entrant to the Malaysian insurance market, having begun its operations in Malaysia in August 2013. It partnered with Khazanah Nasional Berhad to acquire CIMB Aviva which comprised CIMB Aviva Insurance and CIMB Aviva Takaful. Sun Life Financial and Khazanah each hold 49 per cent of Sun Life Malaysia and the CIMB Group holds the other two per cent.



## **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 Khazanah Nasional Berhad.

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.

Sun Life Financial is a leading international financial services organisation providing a diverse range of protection and wealth accumulation products and services. Chartered in 1865, Sun Life Financial and its partners today have operations in key 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.

Khazanah Nasional Berhad is the strategic investment fund of the Government of Malaysia and is involved in various sectors such as power, telecommunications, banking, healthcare, airport management, infrastructure, leisure & tourism, property development, broadcasting, investment holding, and technology.

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

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