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**SUN LIFE MALAYSIA PARTNERS U MOBILE TO SHOWCASE GOLIFE,
THE COUNTRY'S FIRST TELCO-ASSURANCE PRODUCT AT KARNIVAL KEWANGAN**

Kuching, Sarawak 24 November 2017 – Sun Life Malaysia and U Mobile introduced their first telco-assurance product, **GOLIFE** at Karnival Kewangan Sarawak, a financial carnival organised by Bank Negara Malaysia.

Underwritten by Sun Life Malaysia and distributed by U Mobile, **GOLIFE**, a mobile-based life microinsurance product, is the first of its kind because customers can apply, subscribe and manage their life microinsurance plans entirely via their mobile phones. **GOLIFE** is the first product that came out of a memorandum of understanding that was signed in May this year by the two companies.

“Our business purpose is to provide lifetime financial security to more Malaysians and distributing insurance coverage via mobile devices allows us to reach more customers at lower cost, better targeting potential customers and engaging existing customers. It is also apt that we choose to introduce **GOLIFE**, which is also an affordable life microinsurance product, at today’s Karnival Kewangan Sarawak, in support of our government’s objective to achieve an insurance penetration rate of 75% by 2020,” said Raymond Lew, Chief Executive Officer and President / Country Head of Sun Life Malaysia.

“At U Mobile, we innovate to provide the best experience to our customers. As part of our continued efforts to give unlimited peace of mind, today, we are delighted to be able to launch the first life microinsurance with Sun Life Malaysia. I believe many people will be able to benefit from such a service as it convenient and extremely relevant,” said U Mobile's Chief Executive Officer, Wong Heang Tuck.

Raymond and Heang Tuck were present at the carnival to share the significance and benefits of the product. **GOLIFE** is the first product to be rolled out and both are looking forward to launching similar products in the near future.

The **GOLIFE** plan will be offered to select U Mobile postpaid customers for free as an introductory offer from 24 November 2017 until 28 February 2018. From end-January 2018, interested U Mobile customers can subscribe to **GOLIFE** from as low as RM5 a month or RM0.16 daily through the U Mobile Self Care Portal (www.u.com.my/selfcare) or MyUMobile app.

About GOLIFE Plan

Product Features	GOLIFE
Premium	RM5 per month
Coverage	RM18,000
1. Death / TPD due to natural causes	
2. Death / TPD due to *specified infectious diseases <i>*Dengue Fever, Chikungunya Fever, Malaria, Japanese Encephalitis, Avian Influenza, Zika Virus</i>	2x of Coverage = RM36,000
Entry Age Limit	18-45 years old
Coverage Term	Coverage renewal on monthly basis, up to expiry of 50 years old.
Payment Type	Charged to prepaid balance and postpaid account, monthly auto-renewal
Mode of Premium	Monthly
Subscription Method	UM Self Care Portal or My UMobile App

Key features of **GOLIFE** are:

- **Simple online registration** – Click & be protected immediately (just ONE health declaration)
- **Highly affordable** – **GOLIFE** at RM5
- **Pay-as-you-go** insurance ie no fixed commitment (subscribe & unsubscribe anytime)
- **60-Day satisfaction guarantee** – Unsubscribe within 60 days and get full refund
- **Easy & fast claim** – submit online via web portal and 5 working days to process

About Telco-Assurance

- Managing and paying for insurance coverage
- Digital application and documentation
- Multiple insurance functions through a single mobile app
- Quick/Immediate update on insurance subscriptions

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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 and is focused on helping customers achieve lifetime financial security and live healthier lives. Sun Life Malaysia distributes its products through a range of distribution channels including bancassurance, agency, direct marketing, telemarketing and government and corporate business.

Sun Life Financial is a leading international financial services organization providing a diverse range of insurance, wealth and asset management solutions to individuals 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 September 30, 2017, Sun Life Financial had total assets under management of CAD\$934 billion.

For more information please visit www.sunlifemalaysia.com.

About U Mobile

At U Mobile, we are driven by our customers' passions to create Unlimited Ideas. We make it our business to constantly innovate so that we can create products and services that our customers value most. With the recently awarded additional spectrum of 2x15MHz of 1800MHz bands and 2x5MHz of 900MHz bands switched on along with our continuing commitment to expand our network, we are in position to deliver an enhanced network experience that will add unlimited fun and freedom to our customers' lives. For more information on U Mobile's products and services, please visit www.u.com.my or contact U Mobile's customer service at 018-388 1318.

For all media enquiries, please contact:

Arcis Communications:

- Adam Farid: adam@arciscommunications.com / +6016 - 210 5412
- Shereen Chan: shereen@arciscommunications.com / +6019 - 621 0091

Sun Life Malaysia

Tricia Loh: tricia.loh@sunlifemalaysia.com / +6012 - 380 5990

U Mobile

Kimmy Foo: kimmy.foo@u.com.my / +6018 – 200 0907