

Sun Life Malaysia Sets Malaysia Book of Records for Most Green Energy Generated with Sustainability Bicycle

*Record-setting Feat Supports the Underprivileged and Empowers Malaysians
Towards a Brighter Future*

Kuala Lumpur, Malaysia – November 2, 2019 – Sun Life Malaysia Assurance Berhad and Sun Life Malaysia Takaful Berhad (collectively Sun Life Malaysia), a life insurance and Family Takaful provider respectively, has earned a spot in the Malaysia Book of Records after its year-long efforts in championing healthy and sustainable living to empower Malaysians to live healthier and brighter lives.

Set during Sun Life Malaysia's three-day #AHealthierEarth event at Publika Shopping Gallery, the remarkable record was for *"Most Green Energy Generated with Sustainability Bicycle"*. Throughout 2019, the Company placed sustainability bicycles at all its Brighter Lives Roadshows in shopping malls and key events which saw more than 7000 Malaysians pedalling away to generate a total of 2,500 Wh of electricity.

The energy generated are then converted into monetary value amounting to RM2,750 to assist HOPE worldwide Malaysia (HOPE), a charity organisation that focuses on helping the urban poor community, with their center's electricity expenses.

The #AHealthierEarth event represents the culmination of a series of sustainability and community outreach initiatives focused on bringing brighter lives to Malaysians. Throughout the year, Sun Life Malaysia has successfully impacted many Malaysians through workout sessions and free health screenings for the public and health awareness programmes for the underprivileged. At the same event, Sun Life Malaysia also reimbursed RM7090 (equivalent to 10 months' worth of electricity expenses) to 10 underprivileged beneficiaries for their consistent participation in the health programmes organised by HOPE.

Commenting on the event, Raymond Lew, CEO and President/Country Head of Sun Life Malaysia said, "As a life insurance and family takaful provider, it is our unwavering commitment to ensure all Malaysians have adequate financial protection for their future peace of mind and to ultimately, enjoy a better quality of life. This #AHealthierEarth event is the perfect encapsulation of that commitment and we hope it will inspire more Malaysians to play a proactive role in living healthier lives and safeguarding the long-term future of themselves and our planet."

The #AHealthierEarth event was also headlined by the appearance of celebrity actor and Sun Life Malaysia Brand Ambassador, Hairul Azreen. He said "I am very proud and happy to be a part of today's meaningful event. I hope that more Malaysians will be inspired by Sun Life Malaysia to live more sustainably and healthier for the long term."

Check out Sun Life Malaysia and their array of community outreach initiatives at www.sunlifemalaysia.com.

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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 Assurance Company of Canada and Avicennia Capital Sdn. Bhd., a fully owned subsidiary of 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, direct marketing, telemarketing, agency, telco-assurance and government and corporate business.

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 30 June 2019, Sun Life had total assets under management (AUM) of CAD\$1,025 billion. 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.

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