



Press Release

For Immediate Release

SUN LIFE MALAYSIA CELEBRATES STRONGER PRESENCE

Insurance company lights rooftop signage, signifying stronger presence and growth in industry

Kuala Lumpur, 4 June 2014- Sun Life Malaysia celebrates its presence in the insurance industry through the official lighting of its new signage at the top of the company's headquarters in Kuala Lumpur.

The three-sided signage in bright yellow and green carries the corporate colour of the brand. Present at the ceremony were Sun Life Malaysia's Chairman Datuk Dr. Syed Muhamad Syed Abdul Kadir, Members of the Board, shareholder representatives from Sun Life Financial Asia and Khazanah Nasional Berhad, business partners from CIMB Bank as well as senior management personnel of Sun Life Malaysia."

Just as how this symbol exudes feeling of warmth to all those who look up to it, it is important that we continue our every effort to engage, understand and serve our customers better," said Datuk Dr. Syed Muhamad Syed Abdul Kadir during the ceremony.

According to Mr. Kevin Strain, President of Sun Life Financial Asia, "We've built a strong leadership team whose work has led to increased staff engagement, expanded product lines, and strengthened distribution channels."

"Sun Life Malaysia's efforts have also translated into positive financial results as we continue the rapid momentum of last year with strong sales and channel activities," added Strain.

Launched in the country last year, Sun Life Malaysia Assurance Berhad and Sun Life Malaysia Takaful Berhad is a joint venture by Sun Life Financial Inc. and Khazanah Nasional Berhad.

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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 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

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