



Press Release

For Immediate Release

Sun Life Malaysia to Brighten Up Your Life This Weekend

Be prepared through all stages of life

Kuala Lumpur, 23 November 2015 – It's going to be a sunny train ride this weekend on the 28th & 29th of November 2015 for passengers boarding the train at the Kelana Jaya Putra LRT station, as Sun Life Malaysia (Sun Life Malaysia Assurance Berhad and Sun Life Malaysia Takaful Berhad) will be giving away up to a thousand freebies. Top on the list are bright yellow umbrellas to convey to Malaysians that it is important to be properly protected come rain or shine.

The 2-day freebies event is in line with Sun Life Malaysia's marketing push to highlight its financial and protection planning approach – **Money for Life**. Money for Life is a campaign that aims to raise awareness on the need for adequate financial planning and how the choices you make today can affect your future.

"Our focus has always been on our customer's needs and wants. We launched Money for Life to help Malaysians understand the importance of having "money for life", to ensure that when a difficulty arises, they are adequately protected. While many Malaysians are aware of the need for insurance, savings and investment, they may not realise how small choices they make early on in life can lead to very different financial outcomes in the future," said Mr. Ooi Say Teng, Chief Executive Officer/Country Head, Sun Life Malaysia.

To find out more about getting money for life, do drop by the Kelana Jaya Putra LRT station this weekend (28th & 29th of November 2015) or visit www.moneyforlife.my.

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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 between Sun Life Financial Inc. and Avicennia Capital Sdn. Bhd., a fully-owned Khazanah Nasional Berhad investment holding company, specialising in Insurance and Takaful, incorporated in January 2013.

Sun Life Malaysia offers a comprehensive range of life insurance and Takaful products and services to Malaysians 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.

Celebrating 150 years in 2015, Sun Life Financial is a leading international financial services organisation providing a diverse range of protection and wealth products and services to individuals and corporate customers. Sun Life Financial and its partners have 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.

For more information please visit www.sunlifemalaysia.com.

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