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Advertorial



Sun Life Malaysia Celebrates 10 Years of Empowering Malaysians with Financial Security

Ten years on, Sun Life Malaysia reaffirms its commitment to providing financial security and well-being.

Sun Life Malaysia, a life insurance and family takaful company, was born in 2013 from a strategic partnership between Sun Life Assurance Company of Canada and Malaysia's Khazanah Nasional Berhad.

Anchored with the purpose of helping people achieve lifetime financial security and live healthier lives, Sun Life Malaysia has been protecting Malaysians from financial storms and empowering them with the tools, resources and support they need to improve their financial status and well-being.

Reflecting on the Company's growth journey, Raymond Lew, CEO and President/Country Head of Sun Life Malaysia, said: "Our 10th anniversary is not only a time for celebration, but also a reflection of the remarkable journey we have undertaken. We are immensely proud of our growth and success, which is a testament to our unwavering commitment to providing lifetime financial security and promoting healthier lives for our Clients."

Building on Sun Life's 158-year heritage as a global financial services company, the Company has transformed from a challenger brand in the insurance and takaful industry into a leading player in the takaful segment.

"Our priority has always been on creating greater Client impacts. We take pride in being their trusted partner, guiding them on their financial journey and providing innovative solutions, tools, resources and support that cater to their unique needs," Lew added.

Taking its mission to empower Clients financially, mentally and physically to heart, Sun Life Malaysia has and continues to innovate and invest in transforming its Clients' journeys. For Sun Life Malaysia, this includes developing innovative products that meet the growing needs of Clients.

It has introduced multiple industry-first products. These include the first nationwide universal takaful product that meets both protection and five pillars of Islamic; a mobile-based microinsurance product for the underserved community; and more recently, an award-winning

multigenerational critical illness plan for the sandwiched generations.

To further underpin its Client-focused approach, the insurer has also made significant investments in digital transformation, as well as building the most respected agency force in the industry to elevate Clients' experiences and exceed their expectations.

In doing so, Sun Life Malaysia has not only expanded the availability of insurance and takaful coverage to a wider audience, but has also provided solutions that are aligned with the evolving needs and preferences of Malaysians.

Today, over 1.2 million Clients – individuals, families, and businesses in Malaysia – have placed their trust in Sun Life Malaysia with assets under its management growing to RM 6.2 billion. It has tripled its market share since inception with its annualised first-year premium (AFYP) increasing 36% y-o-y, which is eight times faster than the industry's growth in 2022.

Building sustainable and healthier communities is also imperative to Sun Life Malaysia. It focuses its sustainability lens on driving meaningful impacts in three key areas: Sustainable Investing, Financial Security and Healthier Lives.

Sun Life Malaysia was Malaysia's first insurer to offer Malaysians sustainable investing choices. It introduced two industry-first investment-linked ESG funds, which are offered through selected conventional and takaful investment-linked plans. This allows Malaysians to embrace ESG considerations in their financial decisions while staying true to their religious and financial goals.

In championing healthier communities, the company has consistently provided Malaysians with access to health and wellness resources, tools for healthy living and initiatives to promote holistic wellness, as well as social empowerment, and environmental sustainability.

"It has been a great 10 years and I am confident that Sun Life Malaysia is poised to achieve an even greater 10 years ahead as we continue our unwavering dedication to empowering lifetime financial security, fostering healthier communities and contributing to the well-being of Malaysians across the nation," Lew concluded.

Find out today how Sun Life Malaysia can help you with your financial aspirations and explore the exciting events lined up for our 10th anniversary celebrations at <http://sunlife.co/SunLife10>.



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