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Sun Life Malaysia Launches Celebration of 10 Years Brighter Campaign

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Kuala Lumpur, 27 May 2023 - Sun Life Malaysia, Malaysia's leading life insurance and family takaful provider, today launched the company's 10-year anniversary campaign at its second roadshow at 1 Utama Shopping Centre in Petaling Jaya.

Centred on the theme '10 Years Brighter', the anniversary campaign celebrates Sun Life Malaysia's decade-long journey in empowering Malaysians with lifetime financial security through its suite of innovative and Shariah-compliant life insurance and family takaful solutions.

Raymond Lew, Chief Executive Officer and President/Country Head of Sun Life Malaysia, reflected on the company's journey thus far, said, "At Sun Life Malaysia, we are committed to helping Malaysians secure their financial futures and live healthier lives, and I am proud to say that for the past 10 years, we have never waived from that mission. We are making protection more accessible to our Clients and Malaysians, and more importantly, helping them achieve their financial and health aspirations.



The anniversary campaign was officially launched by Kevin Strain, Sun Life's President and Chief Executive Officer, together with Ingrid Johnson, President of Sun Life Asia; Raymond Lew of Sun Life Malaysia; Dato' Noorazman Abd Aziz, Chairman of Sun Life Malaysia, and Jeffry Azmi Mohd Shah, Sun Life Malaysia Takaful CEO. Also present were Sun Life Malaysia's Board of Directors, Clients, advisors and employees.

Lew said, “This 10th anniversary celebration is an important milestone for Sun Life Malaysia as it reflects the tireless efforts of our employees and advisors towards supporting Malaysians in achieving their lifetime’s financial security and leading healthier lives.”

In the ten years since its inception, Sun Life Malaysia has tripled its market share and served over 1.2 million Clients. It also grew its bancassurance and bancatakaful distribution capabilities to embrace both direct and hybrid agency channels.



Over the decade, the company has also achieved a number of industry firsts, including being the first insurance and takaful player to launch a comprehensive takaful solution that meets both financial and the five Islamic principles; the market’s first mobile-based microinsurance product, and investment-linked ESG funds for both conventional and takaful products, and most recently, an award-winning multigenerational critical illness plan.

As a brand championing sustainability, Sun Life Malaysia recognises the importance of building a more inclusive and sustainable society. As part of the event, the Company announced its continuous partnerships with HOPE worldwide Malaysia on youth social impact projects; a long-term tree planting programme with Yayasan Hijau Malaysia, and a collaboration with United Voice to empower people with learning disabilities.

During the event, Sun Life Malaysia presented 10 paintings purchased from United Voice artists to high performing Sun Life Advisors.

“A decade has passed, and we are commemorating this remarkable milestone with an exhilarating year-long lineup of enjoyable events, roadshows, monthly rewards, and a host of delightful surprises. We want to share our appreciation and gratitude with our loyal clients and supporters, and we hope to continue with many more decades of delivering reliable financial protection and promoting healthier lives!” added Lew.



This year, Sun Life Malaysia aims to further spread the importance of healthier living through a series of roadshows. The second leg of the roadshow takes place at 1 Utama Shopping Centre (New Wing Oval Concourse) from May 24 to 28, 2023.

The 1 Utama 10 Years Brighter Roadshow featured a wide range of activities across four zones: Health, Dreams, Games, and Treats. The Health Zone provided complimentary health check-ups, courtesy of Watsons. The Dreams Zone featured Sun Life Malaysia's advisors, who offered personalised advice to help attendees meet their financial and protection needs.

At the Games Zone, attendees enjoyed games of basketball and mini golf, which encouraged them to stay active and healthy. Four brand partners, Famous Amos, The Olive Tree, Jungle House, and Juice Works, offered product showcases and special discounts in the Treats Zone. Members of the public also had the opportunity to witness live weaving demonstrations by talents from United Voice to create a range of unique and personalised items, including keychains, pouches, and bags.

With so much to see and do, it was truly a jam-packed roadshow filled with fun and excitement. Popcorn was given away to satisfy attendees' sweet tooth, while face painting, giant Jenga, table football, and balloon art entertained the little ones. Additionally, a Kombi van at the roadshow provided an excellent photo opportunity for the crowd to capture all the enjoyable memories with their friends and family.