

Celebrating 10 years of growth in Malaysia

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METRO NEWS

Wednesday, 31 May 2023



The Sun Life family in a group photo at the end of Sun Life Malaysia 10th anniversary celebration in 1 Utama Shopping Centre, PJ. — AZLINA ABDULLAH/The Star

A LIFE insurance and family takaful provider kicked off its 10th anniversary with a five-day campaign offering free health checkup, financial advice, games and treats.

Themed “10 Years Brighter”, the campaign celebrated Sun Life Malaysia’s decade-long journey of growth that garnered some 1.2 million clients who have placed their trust in the company.

Sun Life Malaysia is a product of a joint venture between Sun Life Assurance Company of Canada and Malaysia’s sovereign wealth fund Khazanah Nasional Bhd in 2013.

Sun Life Malaysia chief executive officer Raymond Lew said their journey started with wanting to empower Malaysians to achieve financial security and lead healthier lives.

“We strive hard to help people build financial prosperity to achieve their life and health goals.

“Today, we proudly showcase success stories on how we have positively impacted our clients, people and the communities in the last decade,” he said.

Lew said the company had made financial and protection solutions more accessible.

“We empower our clients to build a financial legacy, as well as to safeguard their future and the future of their loved ones.

“To promote community wellness, we continuously invest and launch multiple programmes and partnerships that champion health and active living with our corporate partners.

“Some of the corporate partners include Hope Worldwide Malaysia, a charity organisation that works with underprivileged communities, Malaysian Green Foundation that promotes green and sustainable living, and United Voice, a non-governmental organisation that assists the disabled community,” he said.

Lew also said that the company would continue to find ways to deliver their clients’ needs.

He said they would like to create more awareness on the importance of life protection plans and make their products accessible through strategic partnerships, sharing of networks and well-trained financial advisers to suggest suitable protection plans.

Also at the event were Sun Life president and chief executive officer Kevin Strain, Sun Life Asia president Ingrid Johnson, Sun Life Malaysia chairman Datuk Noorazman Abd Aziz, Sun Life Takaful Bhd chief executive officer Jeffry Azmi Mohd Shah and Khazanah Nasional Bhd executive director Datuk Amran Hafiz Affifudin, who is also the head of Malaysian investment.

Strain said he was not only proud of the growth, but also of how it had benefitted the stakeholders, shareholders, partners, communities, advisers and clients.

“We have returned three times the growth in income and almost half of the investment that Sun Life and Khazanah made has come back in cash dividends.

“So, we’ve been an incredible investment for the people here.

“Malaysia is all about opportunities.

“In every place we work, there are always challenges but the opportunity here is great because of our partnerships, people, strategy, strong client-need and economic growth,” he said.

Johnson said she aspired for the client-base to reach 10 million people across Malaysia in the next decade.

“At Sun Life, we wish to support all those with dreams and aspirations, and hope to give their children a better life.

“I want them to stand firm on the difference that we could make. That is the impact that we would like to have in the next decade,” she said.

Some 1,300 people visited the roadshow held in 1 Utama Shopping Centre, Petaling Jaya.