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# Sun Life and ZUS Coffee perk up Sundays with a shot of financial literacy

Life insurance and family Takaful provider Sun Life Malaysia is giving Sunday coffee runs a meaningful upgrade through its newly launched nationwide campaign with local coffee chain ZUS Coffee.

The initiative, titled "Sunday fun day with Sun Life", blends caffeine with financial consciousness to bring everyday Malaysians one step closer to embracing financial protection, over their favourite cup of joe.

Running from 1 June to 31 August 2025, the campaign offers Malaysians 50% off ZUS beverages (capped at RM5.60) every Sunday. To unlock the discount, coffee lovers simply need to register on a dedicated microsite, answer a quick question about Sun Life Malaysia, and redeem their voucher via the ZUS Coffee app.

The promotion is valid at most ZUS outlets nationwide, with some high-traffic locations such as KLIA, Genting 1, Suria KLCC, 1 Utama excluded, while redemptions are available on a first-come, first-served basis every Sunday throughout the campaign period.

According to a statement seen by A+M, the collaboration goes beyond marketing, with Sun Life calling it a values-driven partnership rooted in the shared belief that essentials such as coffee and financial protection shouldn't feel similar to luxuries.

"Partnering with ZUS Coffee allows us to engage people in their familiar, joyful moments, like Sunday coffee, and start important conversations about protecting what matters most," said Raymond Lew, president and country head of Sun Life Malaysia.

"Just like your daily coffee, financial wellness should feel less like a luxury and more like a necessity," he added.

ZUS Coffee's chief commercial officer Stephy Foong echoed the sentiment. "Coffee is more than just a beverage, it's a ritual. At ZUS Coffee, we believe essentials like your daily cup or your family's financial security should be accessible and dependable. This collaboration reflects our shared commitment to making quality and care a daily habit," said Foong.

The campaign is positioned as a lifestyle-oriented approach to financial literacy, meeting consumers where they are, both physically and emotionally. By leveraging ZUS Coffee's strong millennial and Gen Z reach, Sun Life Malaysia hopes to tap into everyday routines to spark broader awareness of long-term financial planning and protection.

The "Sunday fun day" initiative comes on the back of Sun Life Malaysia's recent appointment of local personality Alif Satar as its 2025 brand ambassador. The partnership aimed to amplify Sun Life's mission to empower Malaysians with essential financial and Takaful knowledge, with a focus on legacy planning and family financial stability.

ZUS Coffee on the other hand, had just announced plans to open nearly **200 new stores in Southeast Asia** this year, according to a Bloomberg report in April. The coffee shop operator also plans to start its first stores in Thailand and Indonesia this year.