

Sun Life Malaysia Expands 'Baju Raya Lama Baharu 2.0' Beyond The Klang Valley, Aiming to Reach 300 Underserved Individuals

- Sun Life Malaysia, Together With Brand Ambassador Alif Satar, Join Hands With AEON BiG, FedEx Malaysia And KLOTH Cares To Spread Sustainable Raya Joy
- Inspired By Last Year's Impact Of Collecting Over 2000kgs Of Garments And 100 Children Receiving Revitalised Raya Outfits



Kuala Lumpur – 24 February 2026 – Sun Life Malaysia, a life insurance and takaful company, today announced the return of its **Baju Raya Lama Baharu** campaign, a community-driven initiative that gives pre-loved festive attire a second life while bringing brighter Raya moments to 300 beneficiaries, specifically targeting residents of elderly care centres, children's homes, and single mothers.

Building on last year's strong response with over 2,000kg of pre-loved garments collected and later refreshed for 100 children, this year's campaign expands beyond the Klang Valley to Penang and Johor. The campaign also welcomes FedEx as a new logistics partner, alongside returning partners AEON BiG and KLOTH Cares. AEON BiG provides drop-off points, while KLOTH Cares manages the sorting of donated items.

“As a purpose-driven insurance and takaful company, Sun Life Malaysia helps Clients achieve lifetime financial security and live healthier lives. The **Baju Raya Lama Baharu** campaign reflects our belief that small, collective actions can create meaningful impact,” said **Ho Teck Seng, President and Country Head of Sun Life Malaysia**.

“Every year, many pre-loved clothes are left unused because people don't know what to do with them. By giving these pre-loved outfits a new purpose, we are helping more people celebrate Raya with dignity, while reducing unnecessary waste. Building on the support we received last year from AEON, and with the support of our new partner, FedEx, we are now able to extend this initiative to Penang and

Johor, ensuring more Malaysians benefit from a meaningful and sustainable Raya experience,” Ho added.

Running from now until 31 March 2026, the campaign features 18 dedicated drop-off bins across selected AEON BiG outlets, Sun Life Malaysia offices and selected FedEx locations, making it easier for Malaysians to contribute.



Sun Life Malaysia employees donating pre-loved baju raya at the Head Office collection bin to support the Baju Raya Lama Baharu 2.0 initiative.

All donated garments will be collected, sorted and distributed ahead of the festive season to the beneficiaries. The initiative reinforces Sun Life’s commitment to uplifting communities and reflects its long-standing brand promise that “Life is brighter under the sun”.

Sun Life Malaysia’s Brand Ambassador, Alif Satar, a celebrated artist and entrepreneur, lends his full support to the campaign. “As a father and as part of this community, I believe the best part of Raya is the sharing spirit. Donating a pre-loved baju seem like a simple act, but together, it brings comfort and joy to individuals who need it most. I am honoured to support this effort with Sun Life Malaysia,” said Alif Satar.

“After the encouraging response we received last Raya, AEON BiG is delighted to continue this meaningful collaboration with Sun Life Malaysia. Through this initiative, we are able to give donated Raya clothing, collected from at AEON BiG stores, a renewed purpose, while bringing joy to communities in need. We believe when small acts are shared collectively, they can truly create a lasting impact,” said **Nazwan Effendy Choong, Head of Marketing of AEON BiG**.

“Our collaboration with Sun Life reflects FedEx’s ongoing commitment to giving back and strengthening communities,” said **Tien Long, Managing Director, FedEx Malaysia**. “Guided by our purpose to connect people and possibilities, we strive to uplift communities and inspire a spirit of giving, showing how small actions can come together to create lasting impact.”

The campaign is open to all Malaysians to donate their well-loved baju melayu, baju kurung and samping in any style, colour or size, as long as the items are clean and in good, wearable condition. To stay updated on the campaign's progress and collection points, follow Sun Life Malaysia on [Facebook](#) and [Instagram](#).

PRESS ASSETS

[SLM Baju Raya Lama Baharu 2.0](#)

Location of Collection Bins

Klang Valley:

- Sun Life Malaysia HQ
- Sun Life Malaysia, First Avenue
- AEON BiG Alamanda
- AEON BiG Ampang
- AEON BiG Danau Kota
- AEON BiG Mid Valley
- AEON BiG Shah Alam Seksyen 23
- AEON BiG Subang Jaya
- AEON BiG Tun Hussein Onn
- AEON BiG Wangsa Maju
- FedEx Kota Damansara
- FedEx Uptown Damansara
- FedEx Wisma New Asia

Penang:

- AEON BiG Bukit Minyak
- AEON BiG Prai
- FedEx Bayan Lepas

Johor:

- AEON BiG Batu Pahat
- AEON BiG Kluang

Connect with Sun Life Malaysia

[Facebook](#) | [Instagram](#) | [YouTube](#)

#SunLifeMalaysia

#LifelsBrighterUnderTheSun



About Sun Life Malaysia

Sun Life Malaysia (Sun Life Malaysia Assurance Berhad and Sun Life Malaysia Takaful Berhad) is a joint venture by Sun Life Assurance Company of Canada and Khazanah Nasional Berhad.

As a life insurance and Family Takaful provider, Sun Life Malaysia offers a comprehensive range of products and services to Malaysians across the country and is focused on helping Clients achieve lifetime financial security and live healthier lives. Sun Life Malaysia distributes its products through a range of distribution channels including bancassurance and bancatakaful, agency force, direct marketing and telemarketing, corporate and government business and e-distribution.

Sun Life Assurance Company of Canada is a principal operating life insurance subsidiary of Sun Life Financial Inc., a leading international financial services organisation providing insurance, wealth and asset management solutions to individual and corporate Clients. Sun Life has 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. As of September 30, 2025, Sun Life had total assets under management of \$1.62 trillion. For more information, please visit www.sunlife.com.

Sun Life Financial Inc. trades on the Toronto (TSX), New York (NYSE) and Philippine (PSE) stock exchanges under the ticker symbol SLF.

For more information, please visit www.sunlifemalaysia.com.

Media Relations Contact:

Angela Tham
Senior Manager, Brand & Communications
T. +603 2614 8846
angela.tham@sunlifemalaysia.com

Priority Communications PR
T. +03-7954 5336
sunlife@priority.net.my