

Sun Life Malaysia's InsureLit Roadshow In Penang On 19 – 23 June To Promote Insurance and Takaful Literacy

60% of Malaysians Rank Health As Their Top Financial Goal

Kuala Lumpur, 18 June 2024 – Sun Life Malaysia, a leading insurance and takaful provider, kicked off its **InsureLit Roadshow** series recently, as part of a year-long financial literacy initiative, aimed at enhancing Malaysians' insurance and takaful knowledge and promote positive financial behaviours.

Spanning four key locations nationwide, this roadshow series underscores Sun Life's commitment to enhancing financial literacy across communities. The **InsureLit Roadshow** series debuted in Johor Bahru in May and will be at:

- Penang, Queensbay Mall (19 - 23 June)
- Putrajaya, IOI City Mall Putrajaya (31 July – 4 August)
- Selangor, IOI Mall Puchong (18 - 22 September)

Sun Life Malaysia is inviting all Penangites to drop by Queensbay Mall (Central Atrium), to participate in this enriching roadshow to equip themselves with invaluable financial knowledge and take proactive steps towards achieving a financially literate future.

Among the attractions of the roadshow are engaging activities such as the "Insure Hoops" Challenge designed to remind Malaysians to reassess their insurance and takaful coverage; and the "Ready, Set, Maze" Challenge aiming to encourage visitors to set and prioritise their financial goals, fostering a sense of ownership and empowerment in managing their financial futures.

Visitors will also receive complimentary financial planning consultations from experienced Sun Life advisors, who will provide personalised guidance tailored to each individual's unique life goals. At the first roadshow in Johor Bahru, attendees participated in a poll to identify their top financial priorities: 60% chose Health, 30% prioritised Protection, and 10% highlighted Savings as their primary goal.

Adding an element of fun and excitement, there will be engaging fringe activities, including the "InsureLit: Earn, Save, and Protect" giant board game, mini board game giveaways, and a "Big Yellow Heart" photo challenge to celebrate International Selfie Day on 22 June, for the whole family.

Additionally, free health checks, including tests for cholesterol, blood glucose, and uric acid, will be available. Sun Life Malaysia is also collaborating with MOG Malaysia, one of the largest optical retail chain in Malaysia, to offer free comprehensive eye health screenings worth RM100, including retina assessments for diabetic retinopathy, glaucoma, retinal detachment, age-related macular degeneration, and corneal assessments for dry eyes and cataracts. Following the eye check, visitors will also have the opportunity to earn a complimentary 6-in-1 Vision Eye Care Experience, valued at RM350, at any MOG outlet nationwide.

The **InsureLit Roadshow** series is prompted by Sun Life Malaysia's recent "Insure or Unsure: Sun Life Insurance Literacy Survey," which revealed that only 28% of 1,107 Malaysians surveyed are confident in their knowledge of insurance and takaful products. Furthermore, findings from its inaugural "Asia Financial Resilience Index - Malaysia" indicate that among the 1,000 Malaysians, only one in five respondents (22%) make financial plans on a five-year horizon or beyond. Meanwhile, millennials, although the most financially literate generation, still lack financial planning beyond one year ahead which puts their finances at risk.

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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 31 March 2024, Sun Life had total assets under management of C\$1.47 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.

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