

## A Weekend of Holistic Wellness and Financial Empowerment

*Sun Life Malaysia concluded its inaugural two-day 'Sun In The City Wellness Fest'*



*Malaysians at Sun Life Malaysia's first-ever wellness festival, Sun In The City Wellness Fest at The Agam.*

**Kuala Lumpur, 26 August 2024** — Sun Life Malaysia hosted its first-ever wellness festival, Sun In The City Wellness Fest, attracting 350 registered participants. Held at The Agam, Kuala Lumpur, the two-day festival aimed to inspire Malaysians to embrace holistic well-being, including financial health. The festival saw the attendance of Sun Life Malaysia's senior management, celebrities and influencers, including Dynas Mokhtar, Yazmin Aziz, Puteri Zarith, Ofiellia Iskandar, Agy and more.

The festival revolved around the core pillars of Financial Bliss, Physical Prowess, and Mental Care. Visitors engaged in six different immersive experiences, including yoga and dance classes, financial discussions, and wellness workshops, each thoughtfully designed to enrich the mind, body, and soul. Additionally, over fourteen lifestyle booths featured a diverse range of products, from skincare and accessories to food and beverages.



*Left photo: Raymond Lew, CEO and President/Country Head of Sun Life Malaysia giving a speech at the opening ceremony.*



*Right Photo: Sun Life Management team officiating Sun Life's inaugural Sun In The City Wellness Fest.*

"Sun In The City Wellness Fest shines a spotlight on holistic well-being, which includes mental wellness, physical health, and financial security. Our aim is to inspire Malaysians to kickstart their journey towards a more balanced and fulfilling life in every way possible: financial, mind and body; all for a brighter tomorrow," shared Raymond Lew, CEO and President/Country Head of Sun Life Malaysia at the opening ceremony.

### **Cultivating Mental Care Through Simple Joys**



*Guests discovering their bespoke scent at the Perfume Workshop at the Fragrance Lab by 8to8.*



Visitors delved deeper into self-discovery and everyday pleasures through a series of curated hands-on workshops. Among the highlights were a bespoke **Perfume Workshop at the Fragrance Lab by 8to8** to help participants find their own scent to soothe the mind, a personalised **Colour Analysis session with Color Me Beautiful** to boost self-confidence, and a **Coffee Appreciation Workshop led by Kenny Hills Coffee** to help aspiring coffee connoisseurs embrace the simple joys in life.

### Enhancing Physical Prowess Through Wellness Sessions



*Guests finding their inner zen at Yoga with Cats guided by yoga instructor Jojo Struys.*

Attendees were also invited to explore their physical potential and find their inner zen at influencer-led wellness sessions. The festival's first day featured **Yoga with Cats** guided by renowned yoga instructor **Jojo Struys**, where participants gathered for calming yoga sessions surrounded by feline friends, offering a sense of tranquility and happiness. On the second day, guests danced their hearts out in a high-energy cardio dance class at **FLYJAM** led by **MimiFly**. Additionally, the health and wellness app **BookDoc** provided attendees health assessments to help them gain a better understanding of their bodies.

### Instilling Financial Literacy to Achieve Financial Bliss



*Guests at the Financial Bliss panel discussion with financial experts Dr. Adam Zubir and Aznah Abas, moderated by Rizal Kamal.*

To encourage Malaysians to take control of their financial future, the festival featured a dynamic 45-minute panel discussion with financial experts **Dr. Adam Zubir** and **Aznah Abas**, moderated by **Rizal Kamal**. Participants also had fun playing the InsureLit board game, learning about saving, earning, and protecting in an engaging way.

### **Fun and Fulfilling Experiences for a Truly Holistic Life**





*Guests hanging out by the lawn at Sun Life Malaysia's Sun In The City Wellness Fest.*

Beyond these key experiences, guests explored a range of creative and relaxing activities, from DIY bracelet making with **Twilly Beads by Twilly Treats** to quick hair blowouts by **COCOdry**. They also visited booths like **Lumi Beauty**, offering skin revitalisation products and **Fatto Catto**, featuring a delightful selection of adorable pet accessories. Throughout the day, guests savoured an array of delicious offerings from **Kenny Hill Bakers**, **Hello Frozen Yogurt**, **Yatai KL**, **Taffy Gelato**, **Loca Lorie Low Calorie Snacks** and more!

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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 June 30, 2024, Sun Life had total assets under management of \$1.46 trillion. For more information, please visit [www.sunlife.com](http://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](http://www.sunlifemalaysia.com).

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