

RAISING A FINANCIAL-SAVVY GENERATION WITH “INSURELIT: EARN, SAVE AND PROTECT” BOARD GAME

*New Board Game By Sun Life Malaysia And Wealth Of Life Children Aims To Start
Financial Education Young*

Kuala Lumpur, 28 June 2024 — Sun Life Malaysia, an insurance and takaful provider, today introduced a new financial literacy board game, “InsureLit: Earn, Save and Protect” which aims to enhance the financial and insurance literacy in Malaysian society, starting with children.

Developed in collaboration with Wealth of Life Children, a financial education group, this board game serves as a tool for parents to nurture financially savvy children from an early age. The initiative comes under the company’s InsureLit Campaign whose mission is to build a financially resilient nation by helping people to elevate their insurance and takaful knowledge and fostering positive financial habits.

Raymond Lew, CEO and President/Country Head of Sun Life Malaysia emphasised, “At Sun Life, we are committed to increase the financial security of our Clients and communities. We believe the best way to empower people is by improving their financial literacy and skills. Financial literacy is crucial for children as it lays the foundation for responsible financial management later in life.”

“Our goal with the board game is to make learning about financial literacy engaging, interactive, and fun for children. Through playing the game, we hope children will gain a better understanding of the concepts of Save, Earn and Protect, and financial planning in a relatable and accessible way,” Lew elaborated.

Fostering Insurance Literacy Through Play

The InsureLit board game is designed to empower children aged 9 and above with essential principles of earning, saving, and protecting their money, all while instilling values of integrity. This game places a special emphasis on teaching about insurance and takaful protection which forms an essential part of financial health.

In this game, players embark on a financial adventure, navigating various financial challenges and dilemmas that mimic real-life scenarios in an interactive and fun way that is easy to understand. From earning, saving, and protecting to doing what’s right, the board game teaches children different ways to earn money, such as through chores, engaging in simple tasks, and saving money in the bank. They will learn the importance of saving money for future needs and goals, and basic saving strategies like spending wisely and keeping emergency funds.

The game also introduces the concept of risk management and strategies to protect savings from unexpected events such as theft, accidents, scams, or natural disasters. Additionally, it aims to develop ethical awareness and critical thinking skills as children navigate moral dilemmas and learn to make principled decisions that benefit themselves and their community.

“The concept of this game is inspired by real-life scenarios and experiences both in finance and life. We know that an interactive and engaging tool is needed to teach children about these financial concepts and the importance of making ethical decisions. Through the game, children can also learn about the consequences of the decisions they take during the game in a fun and enriching way,” shared Adeline Ten, Chief Nurturing Officer and Master Trainer of Wealth of Life Children.

The board game is available in two versions – Junior Edition (for players aged 9 and above) and Advanced Edition (for players aged 18 and above). The Junior Edition has also been adapted into a Mini Edition, available to the public to take home at InsureLit Roadshows taking place at two more locations across Malaysia at IOI City Mall Putrajaya (31st July - 4th August) and IOI Mall Puchong (18th - 22nd September).

Empowering Financial Literacy in Children Through Schools

To promote financial education among young learners, Sun Life Malaysia is partnering with MyPerintis, a youth-driven non-profit organisation that shares a similar vision to youth empowerment, to make this board game accessible to children in 25 primary schools in the Klang Valley, starting July until December this year.

“Our collaboration with Sun Life Malaysia enables both organisations to combine our strengths and deliver a financial education programme that is targeted, and effectively educates and equips young minds with essential financial skills for a brighter future,” shared Dato’ Lawrence Low, Founding Chairman of MyPerintis.

For more information about Sun Life Malaysia’s InsureLit campaign, visit <https://www.sunlifemalaysia.com/campaigns/insurelit/>

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

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

Deborah Lam
BrandThink Malaysia
M. +6017 335 2148
deborahlam@brandthinkasia.com