

Sun Life Malaysia Lighted Up *International Friendship Day* with **#YouAreMySunshine** Mini Event

Kuala Lumpur, 1 August 2023 – Embracing the timeless wisdom of the saying, “When you plant a seed of friendship, you reap a bouquet of happiness”, life insurance and family takaful company, Sun Life Malaysia, celebrated the spirit of International Friendship Day with a heartwarming **#YouAreMySunshine** mini event, on 29 July 2023, to highlight the profound joy that friends and friendships bring into our lives.

This specially curated event was hosted at Sun Life Malaysia's latest outdoor brand pop-up installation located outside the buzzing Fahrenheit88 in Bukit Bintang, Kuala Lumpur. Dubbed the “Sunny Wonderland”, this multi-faceted photo-worthy brand installation aims to bring people together for a moment of shared camaraderie, bringing to live Sun Life Malaysia’s brand tagline: “Life is always brighter the under the sun”.

The atmosphere during the event was filled with cheer, accompanied by live music that encompassed the themes of friendship and happiness, performed by a talented busker.

Raymond Lew, CEO and President/Country Head of Sun Life Malaysia said, “At Sun Life, we firmly believe true friendship goes beyond words. They are founded on mutual respect, trust, and unwavering support throughout life's journey. As we celebrate our 10th anniversary this year, we curated this mini event aiming to inspire more people to cherish and nurture their friendships that have illuminated their lives, just as our solutions have illuminated our Clients' lives.”

The event attracted visitors from all walks of life, who immersed themselves in an evening of celebration. There was an engaging “Sunny Trivia” challenge to test visitors' knowledge of their friends, parents, siblings, or partners. Those who answered correctly were rewarded with a vibrant sunflower each, symbolising the blossoming and radiant nature of their bonds.

Exclusive Sun Life Malaysia’s 10th anniversary merchandises were up for grabs for those who can answer simple questions about the Company in the “SunLifeHappy10” Trivia Quiz as well as Tealive vouchers for those who snapped and shared picture or video of themselves with their loved ones at the Sun Life outdoor brand installation.

This event is part of Sun Life Malaysia’s 10th Anniversary year-long celebratory initiatives designed with the objective of uplifting spirits and bringing sunshine to a person’s life.

For more details, follow Sun Life Malaysia’s social media pages or the hashtag **#YouAreMySunshine** on social media.

To know more about Sun Life Malaysia, visit www.sunlifemalaysia.com

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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, 2023, Sun Life had total assets under management of \$1.36 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.

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