

Sun Life Malaysia Opens First East Malaysian Branch in Kuching, Sarawak

The company's first ever East Malaysian branch aims to serve the wider Sarawak community, providing Clients with convenient access to its wide range of insurance and takaful products

Kuala Lumpur, 2 May 2024 — Sun Life Malaysia, a leading life insurance and family takaful provider, strengthened its commitment to bring East Malaysian Clients better financial protection with the opening of its first branch in Kuching, Sarawak. The expansion comes in line with the company's 'Client-centric' strategy that focuses on making protection more convenient and accessible for its Clients, while reinforcing its goal of distribution excellence by accelerating the growth of its agency force in East Malaysia.

Raymond Lew, CEO and President/Country Head of Sun Life Malaysia, shared, "At Sun Life, we pride ourselves for helping Malaysians in achieving lifetime financial security and live healthier lives. The expansion of Sun Life Malaysia into Kuching is our renewed commitment to support East Malaysians in their goal towards securing the much-needed financial peace-of-mind. Through this local office, we can better understand and respond to local market needs by customising our insurance and takaful solutions, ultimately providing better experience for our Clients and building a more financially resilient society."

At the grand opening ceremony, Lew highlighted the importance of the new Kuching office for Sun Life's business growth strategy, particularly in expanding into East Malaysia. "With East Malaysia showing growth potential, especially Sarawak with its population of 2.7 million and projected growth rate of 5% to 6% this year, the new office serves as our launchpad to increase Sun Life's presence in the region. We are eager to serve more Sarawakians and providing them with the best suites of insurance and takaful solutions," Lew said.

The newly set-up Kuching office will support the company's life insurance and family takaful Clients in performing essential services, such as addressing queries on products, renewals, claims, as well as the handling submission and collection of documents. Clients can also easily connect with experienced advisors for assistance in financial planning, such as advice on investment or retirement planning to meet their life and financial goals.

On-ground support for advisors to achieve distribution excellence

In support of Sun Life Malaysia's aim to grow its agency force by 30% and increase its Million Dollar Round Table qualifiers by three-fold, the newly opened location will serve as a platform for local advisors to access resources, tools and training needed to further support their Clients in achieving lifetime financial security.

"Distribution excellence is a key growth enabler for Sun Life Malaysia. We believe our advisors play a critical role in helping us continue delivering on our purpose of helping Malaysians achieve lifetime financial security and live healthier lives. Hence, offering a space for collaboration is key to supporting our team while enhancing the value we can offer to local Clients," Lew explained.

The Kuching branch has a total area of 2,700 square feet and houses working areas for discussions, training rooms, as well as consultation areas for advisors to meet with Clients. The office will also be supported by permanent on-ground staff to meet the enquiries of walk-in Clients.

The Sun Life Kuching office will be located at Lot 18, Ground & 1st Floor, Milan Square, Jalan Wan Alwi, 93350 Kuching Sarawak and will be open to Clients from 8:30am to 5:30pm daily.

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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 December 31, 2023, Sun Life had total assets under management of \$1.40 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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