

Sun Life Malaysia and ZUS COFFEE Collaborate for Second Year with ‘Sundays, Better Days’ Campaign

Kuala Lumpur, 8 May 2026 – Sun Life Malaysia and ZUS COFFEE are collaborating for a second year on the ‘**Sundays, Better Days**’ Campaign, a Sunday-focused initiative that encourages Malaysians to build a simple weekly money check-in habit alongside their coffee run.

After a strong response to the 2025 debut, where more than 62,000 cups were redeemed over a 4-month campaign, the collaboration returns with a simple idea: turn your Sunday coffee run into a weekly financial wellbeing check-in, a quick moment to reflect on spending, revisit goals, and plan one small step for the week ahead.

Running from now until 28 June 2026, the campaign invites Malaysians to unlock exclusive ZUS COFFEE rewards every Sunday by registering and completing a quick question about Sun Life Malaysia on the campaign microsite to redeem either a free ZUS beverage voucher or rebate vouchers worth RM2, RM3 or RM5. Vouchers will be credited directly into the participant’s ZUS App wallet for a seamless redemption experience.

“At Sun Life Malaysia, we’re always looking for simple ways to meet Malaysians in the moments that already bring them peace of mind,” said **Ho Teck Seng, President and Country Head of Sun Life Malaysia**. “A good Sunday coffee/drink is easy to enjoy, and we believe a quick financial check-in, whether it’s reviewing your money goals or planning your next step, can feel just as easy. Through the campaign, we hope to inspire more people to build brighter days ahead through one small but consistent choice at a time.”

The continued collaboration reflects a natural fit between two brands that show up in Malaysians’ everyday lives. While Sun Life Malaysia champions financial security and resilience so people can live well today and feel more confident about tomorrow, ZUS COFFEE, known for its accessible speciality coffee, has become a go-to for daily pick-me-ups.

“Just like a good cup of coffee (or tea), what truly matters should be accessible and part of our everyday rhythm,” said **Tony Thein, one of the co-founders and Chief Executive Officer of ZUS COFFEE Malaysia & Singapore**. “Our partnership with Sun Life Malaysia personifies how enjoying a quality brew can go hand in hand with reflecting on one’s life choices, while celebrating the simple routines that ground us and giving meaning to everyday moments.”

How to participate:

- Every Sunday from 3 May to 28 June 2026, registered participants can redeem a voucher via the campaign microsite, which will then appear in their ZUS App wallet for in-app use when ordering. Randomly awarded, this includes a free ZUS beverage voucher or rebate vouchers worth RM2, RM3 or RM5.
- Visit <http://sunlifexzus.com.my/>, enter your contact details and complete a simple question about Sun Life Malaysia.

- Vouchers are available every Sunday during the campaign period, while stocks last, with one redemption per person per week.

Participating Outlets:

* *The promotion is available at all ZUS COFFEE outlets nationwide, except ZUS Signature outlets: Taman Paramount PJ; Sunway Pyramid (Oasis Entrance); Menara Keck Seng, KL; Fahrenheit 88 Mall, KL; Mount Austin, JB.*

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As a life insurance provider and a family takaful operator, Sun Life Malaysia offers a comprehensive range of products and services to Malaysians nationwide and is committed to helping Clients achieve lifetime financial security and live healthier lives. Sun Life Malaysia distributes its products through a range of 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, 2025, Sun Life had total assets under management of \$1.60 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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