

SunConnection

Welcome to the latest edition of SunConnection, our Client Newsletter!
Stay informed with the latest developments, offerings, and insights from Sun Life Malaysia.



Johor Bahru Branch Grand Relaunch Signals Growing Commitment to Southern Region.

ON 10 June 2025, we proudly relaunched our newly renovated and expanded Johor Bahru Branch office. Now spanning Levels 2 and 3, the refreshed space is thoughtfully designed to inspire collaboration, elevate Client experiences, and empower our Advisors to engage with prospective Clients and deliver financial security with confidence.

The event, held at the branch, welcomed over 100 guests, including

our new President & Country Head, Ho Teck Seng, Raymond Lew, ex-President & Country Head (retired on 30 June), Chief Operating Officer, Irina Lim, Chief Distribution & Marketing Officer, Alvis Wee, valued CIMB partners and advisors.

More than just a ribbon-cutting ceremony, this occasion marked our renewed commitment to expand our footprint in the southern region. Here's to building brighter financial futures from the heart of Johor Bahru!



Quarterly Spotlight



Hoops + Health Returns for Its Second Year

Sun Life Malaysia is excited to kick off the second year of Hoops + Health, a youth wellness initiative spearheaded by Sun Life's Regional Office in collaboration with Beyond Sport.

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First Chapter of InsureLit Youth Programme Unfolds at Taylor's University

On 23 June 2025, we kicked off the InsureLit Youth Programme at Taylor's University Lakeside Campus, marking an exciting step forward in our mission to empower young adults with financial literacy.

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Empowering Melaka Communities Through Zakat Contributions

Sun Life Malaysia Takaful (SLMT) reaffirmed its commitment to community upliftment and Shariah-compliant principles with the second zakat contribution ceremony held on 13 June 2025 at Dewan Seri Utama, Ayer Keroh, Melaka.

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InsureLit Campaign Scores Bronze at PR Awards 2025

Sun Life Malaysia proudly received the Bronze award for Best PR Campaign – Thought Leadership and Reputation Management at the PR Awards 2025, celebrating the success and positive impact of our InsureLit campaign.

[Read More](#)

Hoops + Health Returns for Its Second Year



WE are excited to kick off the second year of Hoops + Health, a youth wellness initiative spearheaded by Sun Life's Regional Office in collaboration with Beyond Sport.

This year, we've partnered with Jungle Cats Basketball Academy, Nicol David Foundation, and USJ20 Basketball Club to provide 160 children aged 7 to 16 with free weekly basketball sessions, plus a specialised coaching clinic.

With an increased investment of CAD 1.5 million from Sun Life Regional Office, the programme underscores our ongoing commitment to combating physical inactivity among youth in underserved communities. Rolled out across Sun Life's Business Units throughout Asia, Hoops + Health aims to inspire 45,000 young people to get active by the end of 2025.



First Chapter of InsureLit Youth Programme Unfolds at Taylor's University



ON 23 June 2025, we kicked off the InsureLit Youth Programme at Taylor's University Lakeside Campus, marking an exciting step forward in our mission to empower young adults with financial literacy.

The event brought together over 175 students for a vibrant half-day experience filled with engaging activities designed to boost their financial knowledge and promote wellness. They dove into the fundamentals of money management - earning, saving, and protecting through the hands-on InsureLit board game, and benefited from one-on-one financial advice sessions with our expert Advisors.

The day also featured wellness highlights such as diabetes health checks by BookDoc and an oat demo workshop, blending financial education with well-being.



The energy was high as students spun a prize wheel featuring Sun Life goodies, Nivea lotion, and vouchers up to RM20.

The highlight was an inspiring financial talk by guest speakers Ziet Invest, a personal finance YouTuber with over 10 million views, alongside Yi Xuan, founder of No Money Lah.



Their practical insights on budgeting and planning for life after graduation sparked great enthusiasm, culminating in a lively quiz where students battled for Touch 'n Go vouchers worth up to RM300.

This successful launch marks the start of our university outreach, with more InsureLit sessions planned across Klang Valley.

Empowering Melaka Communities Through Zakat Contributions



WE reaffirmed Sun Life Malaysia Takaful (SLMT)'s commitment to community upliftment and Shariah-compliant principles with the second zakat contribution ceremony held on 13 June 2025 at Dewan Seri Utama, Ayer Keroh, Melaka.

En. Azam Yusof, SLMT's CEO, personally handed over RM81,650 to Datuk Mohamad Azmi on behalf of Zakat Melaka and Majlis Agama Islam Melaka (MAIM).

This contribution is part of SLMT's broader zakat commitment of RM1.59 million for 2025, aimed at supporting various initiatives that uplift underserved communities.

By partnering closely with state religious councils across Malaysia, SLMT ensures that zakat funds are effectively channelled to those in greatest need. The ceremony underscores SLMT's dedication to ethical governance and its active role in fostering positive social impact through meaningful contributions.



InsureLit Campaign Scores Bronze at PR Awards 2025



First Chapter of InsureLit
Youth Programme unfolds
at Taylor's University

[Discover the story](#)

WE are proudly received the Bronze award for Best PR Campaign - Thought Leadership and Reputation Management at the PR Awards 2025, celebrating the success and positive impact of our InsureLit campaign.

Since its launch in 2024, InsureLit campaign has aimed to make insurance and takaful easier to understand while promoting financial literacy across Malaysia. The campaign engaged over 1,000 students through interactive school programmes featuring a specially designed financial board game.

It also reached wider audiences via roadshows and a community event in partnership with BFM 89.9. Educational podcasts, informative content, and collaborations with financial influencers further extended its reach.

Building on this momentum, our 2025 efforts have focused on deepening engagement with youth audiences across Malaysia. Through targeted outreach at educational institutions, interactive experiences, and relatable financial content, InsureLit continues to evolve as an initiative that empowers the next generation with the knowledge and confidence to take charge of their financial futures.

This recognition underscores our commitment to enhancing financial knowledge and empowering Malaysians to build a more secure and confident financial future.

Ready to boost your protection? Check out the plans below or [talk to our advisor today](#).



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SunConnection

Selamat datang ke edisi terbaru SunConnection, Buletin Pelanggan kami!
Terus ikuti perkembangan terkini, tawaran menarik dan pandangan daripada Sun Life Malaysia.



Perasmian Semula Cawangan Johor Bahru — Tanda Komitmen yang Semakin Kukuh untuk Wilayah Selatan

PADA 10 Jun 2025, kami berbangga untuk merasmikan semula cawangan Johor Bahru yang kini berwajah baharu selepas pengubahsuaian dan pengembangan ruang pejabat. Kini meliputi aras 2 dan 3, ruang yang diperbaharui ini direka khas untuk menggalakkan kerjasama, meningkatkan pengalaman Pelanggan serta memperkasakan Penasihat kami untuk berinteraksi dengan bakal Pelanggan dan menyampaikan jaminan kewangan dengan lebih yakin.

Majlis yang diadakan di cawangan tersebut mengalu-alukan kehadiran lebih

100 tetamu, termasuk Presiden & Ketua Negara baharu kami, Ho Teck Seng, mantan Presiden & Ketua Negara (bersara pada 30 Jun) Raymond Lew, Ketua Pegawai Operasi, Irina Lim, Ketua Pegawai Penedaran & Pemasaran, Alvis Wee, rakan kongsi CIMB serta para penasihat.

Lebih daripada sekadar majlis pemotongan reben, acara ini melambangkan komitmen baharu kami untuk memperluaskan kehadiran di wilayah selatan. Ayuh kita bina masa depan kewangan yang lebih cerah dari Johor Bahru!



Bahagian Sorotan



[Baca Selanjutnya](#)



[Baca Selanjutnya](#)



[Baca Selanjutnya](#)



Hoops + Health Kembali Untuk Tahun Kedua

Sun Life Malaysia teruja untuk menganjurkan Hoops + Health buat tahun kedua. Inisiatif kesejahteraan belia yang diterajui oleh Regional Office Sun Life dengan kerjasama Beyond Sport.

[Baca Selanjutnya](#)



Langkah Pertama: Program Belia InsureLit Bermula di Taylor's University

Pada 23 Jun 2025, kami telah melancarkan Program Belia InsureLit di Taylor's University Kampus Lakeside, menandakan satu langkah penting dalam usaha kami untuk memperkasakan golongan belia dengan ilmu kewangan.

[Baca Selanjutnya](#)



Memperkasakan Komuniti Melaka Menerusi Sumbangan Zakat

Sun Life Malaysia Takaful (SLMT) menegaskan kembali komitmennya terhadap pemerkasakan komuniti dan prinsip patuh Syariah dengan majlis penyerahan sumbangan zakat kedua yang diadakan pada 13 Jun 2025 di Dewan Seri Utama, Ayer Keroh, Melaka.

[Baca Selanjutnya](#)



Kempen InsureLit Meraih Anugerah Gangsa di PR Awards 2025

Sun Life Malaysia berbangga untuk menerima anugerah Gangsa kategori Best PR Campaign – Thought Leadership and Reputation Management di PR Awards 2025, meraikan kejayaan dan impak positif kempen InsureLit kami.

[Baca Selanjutnya](#)

Hoops + Health

Kembali Untuk Tahun Kedua



PADA tahun ini, kami telah berganding bahu dengan Akademi Bola Keranjang Jungle Cats, Yayasan Nicol David, dan Kelab Bola Keranjang USJ20 untuk menganjurkan sesi latihan bola keranjang percuma setiap minggu kepada 160 kanak-kanak yang berusia antara 7 hingga 16 tahun, termasuk klinik kejurulatihan yang khusus.

Dengan peningkatan pelaburan sebanyak CAD 1.5 juta daripada Regional Office Sun Life, program ini menekankan komitmen berterusan kami untuk menangani masalah kekurangan aktiviti fizikal dalam kalangan remaja, khususnya di komuniti yang kurang mendapat akses. Dianjurkan di semua Unit Perniagaan Sun Life di serata Asia, Hoops + Health menyasarkan untuk mendorong 45,000 remaja untuk mengamalkan cara hidup aktif menjelang akhir 2025.



Langkah Pertama: Program Belia InsureLit Bermula di Taylor's University



PADA 23 Jun 2025, kami telah melancarkan Program Belia InsureLit di Taylor's University Kampus Lakeside, menandakan satu langkah penting dalam usaha kami untuk memperkasakan golongan belia dengan ilmu kewangan.

Acara tersebut menghimpunkan lebih 175 pelajar untuk menimba pengalaman menarik selama sehari yang diisi dengan pelbagai aktiviti bermanfaat untuk mengukuhkan ilmu kewangan mereka dan menggalakkan kesejahteraan. Mereka telah mempelajari asas pengurusan wang – iaitu cara menjana pendapatan, menabung dan melindungi wang menerusi mainan papan InsureLit, dan turut mendapat manfaat daripada sesi nasihat kewangan daripada pakar Penasihat kami. Pengisian program pada hari itu turut menampilkan aspek kesejahteraan seperti pemeriksaan kesihatan diabetes oleh BookDoc dan bengkel demonstrasi oat, yang menggabungkan pendidikan kewangan dengan ilmu kesejahteraan.



Para pelajar juga berpeluang untuk memenangi pelbagai hadiah seperti cenderahati Sun Life, losen Nivea, dan baucar 'Touch 'n Go' bernilai sehingga RM20 dengan aktiviti 'Spin the Wheel'.

Sorotan utama acara ini adalah sesi panel yang berfokuskan kewangan yang penuh inspirasi oleh penceramah jemputan – Ziet Invest, seorang YouTuber kewangan peribadi dengan lebih 10 juta tontonan, bersama Yi Xuan, pengasas 'No Money Lah'.



Perkongsian mereka mengenai bajet dan perancangan pasca-graduasi telah mencetuskan semangat dalam kalangan pelajar, diikuti kuiz interaktif di mana pelajar bersaing untuk merebut baucar Touch 'n Go bernilai sehingga RM300.

Kejayaan pelancaran ini menandakan permulaan kepada inisiatif kami di peringkat universiti, dengan lebih banyak sesi InsureLit bakal dianjurkan di seluruh Lembah Klang.

Memperkasakan Komuniti Melaka Menerusi Sumbangan Zakat



KAMI menegaskan kembali komitmennya terhadap pemerkasaan komuniti dan prinsip patuh Syariah dengan majlis penyerahan sumbangan zakat kedua yang diadakan pada 13 Jun 2025 di Dewan Seri Utama, Ayer Keroh, Melaka.

En. Azam Yusof, Ketua Pegawai Eksekutif SLMT, secara peribadi menyerahkan zakat berjumlah RM81,650 kepada Datuk Mohamad Azmi yang mewakili Zakat Melaka dan Majlis Agama Islam Melaka (MAIM).

Sumbangan ini merupakan sebahagian daripada komitmen zakat SLMT berjumlah RM1.59 juta bagi 2025, bertujuan menyokong pelbagai inisiatif bagi meningkatkan kesejahteraan komuniti yang kurang mendapat perhatian.

Menerusi kerjasama erat bersama majlis agama Islam negeri di seluruh Malaysia, SLMT memastikan bahawa dana zakat disalurkan secara berkesan kepada mereka yang paling memerlukan. Majlis ini menunjukkan dedikasi SLMT terhadap tadbir urus beretika serta peranannya yang aktif dalam memupuk impak sosial positif melalui sumbangan yang bermakna.



Kempen InsureLit Meraih Anugerah Gangsa di PR Awards 2025



Langkah Pertama: Program Belia InsureLit Bermula di Taylor's University

[Baca Cerita](#)

KAMI berbangga untuk menerima anugerah Gangsa kategori Best PR Campaign – Thought Leadership and Reputation Management di PR Awards 2025, meraikan kejayaan dan impak positif kempen InsureLit kami.

Sejak pelancarannya pada tahun 2024, kempen InsureLit bertujuan untuk memudahkan pemahaman tentang insurans dan takaful sambil mempromosikan literasi kewangan di seluruh Malaysia. Kempen ini melibatkan lebih 1,000 pelajar yang menampilkan permainan papan kewangan yang dicipta khas untuk program sekolah interaktif kami. Khalayak yang lebih luas juga dicapai menerusi jerayawara dan acara komuniti yang diadakan dengan kerjasama BFM 89.9. Sementara itu, podcast pendidikan, kandungan informatif, dan kerjasama dengan pempengaruh kewangan turut memperluaskan capaian kempen ini.

Untuk meneruskan momentum tersebut, usaha kami pada 2025 memberi tumpuan kepada penglibatan yang lebih mendalam dengan golongan belia di seluruh Malaysia. Menerusi program menyantuni pelajar institusi pendidikan secara bersasar, pengalaman interaktif, dan kandungan kewangan berkaitan, InsureLit terus berkembang maju sebagai inisiatif yang memperkasakan generasi muda dengan pengetahuan dan keyakinan untuk merencanakan masa depan kewangan mereka.

Pengiktirafan ini menegaskan komitmen kami untuk meningkatkan pengetahuan kewangan dan memperkasakan rakyat Malaysia untuk membina masa depan kewangan yang lebih terjamin dan yakin.

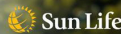
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SunConnection

欢迎阅读我们最新一期的客户通讯《SunConnection》！
随时了解来自Sun Life Malaysia的最新动态、产品和见解。



柔佛新山分行盛大重新开幕， 彰显对南马区域发展的承诺

在 2025年6月10日，我们重新开幕全新装修与扩建后的新山分行。如今覆盖第二与第三楼层，新空间经过精心设计，旨在激发团队协作精神、提升客户体验，并赋能我们的理财顾问，以便让他们更自信地接触潜在客户，并提供财务保障。

开幕仪式于该分行内举行，迎来了逾100位宾客出席，包括我们的新任总裁兼国家主管Ho Teck Seng、

前总裁兼国家主管Raymond Lew（于6月30日荣休）、首席营运员Irina Lim、首席分销与市场营销员Alvis Wee、以及CIMB的合作伙伴代表和理财顾问们。

这不仅仅是一场剪彩仪式，它更象征着我们在南部地区拓展版图的坚定承诺。让我们一起从柔佛新山出发，携手共创更美好的财务未来！



全新部分



Hoops + Health 计划第二年强势回归

Sun Life Malaysia隆重启动其Hoops + Health第二年计划, 这项青少年健康倡议计划是由Sun Life区域办公室主导, 并与Beyond Sport合作推动。

[延伸阅读](#)



InsureLit 青少年计划首站在泰莱大学正式启动

2025年6月23日, 我们在泰莱大学湖滨校区正式启动 InsureLit 青少年计划, 为赋能年轻一代掌握金融知识迈出了令人振奋的一步。

[延伸阅读](#)



透过天课慈善捐款赋能马六甲社区

再次重申 Sun Life Malaysia 回教保险(SLMT)致力于社区提升及遵循伊斯兰教法原则的承诺, 于 2025 年 6 月 13 日在马六甲爱极乐的 Dewan Seri Utama 举行第二次天课慈善捐赠仪式。

[延伸阅读](#)



InsureLit 活动荣获 2025 年度公关大奖铜奖殊荣

Sun Life Malaysia 荣获 2025 年度公关大奖“最佳公关活动 — 思想领导力与声誉管理”铜奖, 表彰 InsureLit 教育活动所带来的积极影响与卓越成效。

[延伸阅读](#)

Hoops + Health 计划第二年强势回归



在 Sun Life Malaysia隆重启动其Hoops + Health第二年计划, 这项青少年健康倡议计划是由Sun Life区域办公室主导, 并与Beyond Sport合作推动。

今年, 我们与Jungle Cats篮球学院、Nicol David基金会以及USJ20篮球俱乐部合作, 为160名年龄介于7至16岁的儿童与青少年提供每周免费的篮球训练课程及专属教练指导营。

随着Sun Life区域办公室将投资额增加至 150 万加币, 该计划进一步展现我们致力于改善弱势社区青少年运动不足问题的承诺。Hoops + Health计划目前已在亚洲多个Sun Life推广, 目标是在2025年底前激励45,000名青少年积极参与体育运动, 培养更健康的生活方式。



InsureLit

青少年计划 首站在泰莱 大学正式启动



在 2025年6月23日,我们在泰莱大学湖滨校区正式启动 InsureLit 青少年计划,为赋能年轻一代掌握金融知识迈出了令人振奋的一步。

此项活动吸引了超过175名学生参与,展开了半天一个充满活力的半天体验。活动内容丰富,透过一系列有趣的互动活动提升学生的金融知识,并倡导健康生活方式。他们透过 InsureLit 棋盘游戏实际操作学习金钱管理的基本概念 — 赚钱、储蓄与保障,并在活动中获得我们专业顾问的一对一财务咨询服务。

当天的活动也设有健康环节,包括由 BookDoc 提供的糖尿病健康检查,以及燕麦食品工作坊,巧妙地将金融教育与身心健康相结合。



现场气氛热烈,学生们踊跃参与幸运轮盘游戏,赢取Sun Life周边商品、Nivea润肤乳及高达RM20的购物礼券。

而今日的亮点则是两位特邀嘉宾的财务讲座 — 视频浏览量逾千万的个人理财YouTuber Ziet Invest以及 No Money Lah 创办人 Yi Xuan。



他们就预算规划和毕业后的财务准备提供实用见解,激发了学生们浓厚兴趣。活动最后以一场趣味竞答环节收尾,优胜者赢得价值高达RM300的Touch 'n Go礼券!

这场成功的首发活动正式拉开我们大学推广计划的序幕,接下来将在巴生谷多所高校陆续开展更多 InsureLit 青少年计划活动。

透过天课慈善捐款 赋能马六甲社区



再次重申 Sun Life Malaysia 回教保险(SLMT)致力于社区提升及遵循伊斯兰教法原则的承诺, 于 2025 年 6 月 13 日在马六甲爱极乐的 Dewan Seri Utama 举行第二次天课慈善捐赠仪式。

SLMT 首席执行官En. Azam Yusof 亲自代表公司, 移交 8万1,650令吉予马六甲天课慈善机构及马六甲伊斯兰宗教理事会(MAIM)代表 Datuk Mohamad Azmi。

此次捐款是 SLMT 于 2025 年承诺总额 159万令吉天课慈善捐款的其中一部分, 旨在支持多项提升弱势社区的计划。

通过与全国各州宗教理事会的紧密合作, SLMT确保天课慈善捐款被有效地分配给最需要帮助的社群。本次仪式不仅彰显 SLMT 对道德治理的坚守, 也体现了其通过有意义的捐赠积极推动社会正面影响的责任担当。



InsureLit 活动 活动荣获 2025 年度公关大奖铜奖殊荣



InsureLit青少年计划首站
在泰莱大学正式启动

阅读完整故事

我们荣获 2025 年度公关大奖“最佳公关活动 — 思想领导力与声誉管理”铜奖, 表彰InsureLit教育活动所带来的积极影响与卓越成效。

自 2024 年启动以来, InsureLit 活动致力于让大众更容易理解保险与回教保险(Takaful), 同时积极推动全马的金融素养。该活动透过校园巡回计划, 吸引了超过 1,000 名学生参与, 并通过专属设计的财务棋盘游戏传递实用知识。此外, 我们也透过路演及与 BFM 89.9 合作举办社区活动, 触及更广泛民众。教育播客、实用资讯内容及与理财内容创作者的合作, 也进一步扩大了活动的影响力。

在此基础上, 我们于 2025 年进一步深化与大马青少年的互动。透过深

入校园的推广活动、沉浸式互动体验以及贴近生活的理财内容, InsureLit正不断进化, 持续赋能下一代, 让他们具备掌控自己财务未来的知识与信心。

此项殊荣印证我们持续提升金融知识的承诺, 并致力于帮助马来西亚人民建立更稳健、更有信心的财务未来。

准备好提升您的保障了吗? 立即查看以下的计划或[咨询我们的顾问](#)。

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