

Sun Life Malaysia to Equip Over 1,000 Students with Vital Financial Knowledge through InsureLit School Programme

Sun Life Malaysia, Wealth of Life Children and MyPerintis introduce Financial Concepts with interactive InsureLit Board Game to Students



The InsureLit School Programme officially kicked off at Sekolah Kebangsaan Bandar Sri Damansara 1 on 25 September 2024

Kuala Lumpur, 8 November 2024 – In alignment with its vision of fostering financial resilience nationwide, Sun Life Malaysia has partnered with Wealth of Life Children, a children financial education provider and, MyPerintis, a youth-driven non-profit organisation, to empower the next generation with essential financial literacy skills through the **InsureLit School Programme**. Targeting students aged 9 to 11, the programme will reach over 1,000 children across 25 primary schools in the Klang Valley from September until November 2024.



Raymond Lew, CEO and President/Country Head of Sun Life Malaysia

“We are absolutely thrilled to join forces with Wealth of Life Children and MyPerintis that share our commitment to empowering the next generation,” said Raymond Lew, CEO and President/Country Head of Sun Life Malaysia. “Financial literacy is not just a skill - it’s a foundation to secure a financially fit future. By bringing this vital learning into schools, we’re equipping children with the knowledge they need to take control of their financial future, starting from a young age. It’s about nurturing a mindset of responsibility, resilience, and foresight.”



From Left: Encik Sham bin Mohd Yusof, YDP PIBG, Encik Mohamad Ilham bin Hanifah, Principal of SK Bandar Sri Damansara 1, Tricia Loh, Sun Life Malaysia, Chief Marketing Officer, Puan Mariam Hafizah binti Ahmad Bakhtiar, Penolong Kanan Pentadbiran, & Encik Fadzli bin Mohd. Saleh, Penolong Kanan HEM

The **InsureLit School Programme** officially kicked off at Sekolah Kebangsaan Bandar Sri Damansara 1 on 25 September 2024, marking the beginning of a series of workshops that will be conducted in schools across Klang Valley. Central to these workshops is the newly launched “InsureLit: Earn, Save and Protect” board game, designed to teach young learners the fundamentals of earning, saving, and protecting their money while instilling core values of integrity. This engaging game guides children through a financial adventure, presenting challenges and dilemmas that reflect real-life scenarios.

“I am deeply grateful to Sun Life and MyPerintis for organising this invaluable programme for our students. Financial literacy has never been more important, and initiatives like the InsureLit School Programme equip our children with essential life skills. I hope to see similar cooperative networking programmes extended across schools in Malaysia, empowering even more students with this knowledge and creating a lasting positive impact,” shared Mohammad Ilham Bin Hanifah, Principal of SK Bandar Sri Damansara.



Workshops led by the Sun Life Malaysia team with support from Wealth of Life Children.

Each workshop will include interactive gameplay sessions and insightful debriefings led by the Sun Life Malaysia team with support from a children financial education provider, Wealth of Life Children, as lead trainer. The sessions are thoughtfully structured to ensure that participating children gain a comprehensive understanding of financial concepts and the essential role they play in securing their future.



Sun Life's "InsureLit: Earn, Save and Protect" board game inspires the next generation to embark on their financial journey in a fun and impactful way.

"Our belief is simple: financial literacy should start early, and it should be part of every child's education. That's why we created this board game—to make the core concepts of earning, saving and protecting money not just understandable but engaging. We're here to inspire the next generation to embark on their financial journey in a way that's both fun and impactful", explained Lew.

As of the end of October, the Programme has reached over 520 students from Sekolah Kebangsaan Taman Melawati 1, Sekolah Kebangsaan (T) Batu Caves and Sekolah Kebangsaan Tun Hussein Onn.

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

END

Connect with Sun Life Malaysia

[Facebook](#) | [Instagram](#) | [YouTube](#)

#SunLifeMalaysia

#LifeIsBrighterUnderTheSun

#InsureLit



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