

Sun Life Malaysia and ZUS Coffee Team Up for ‘Sunday Fun Day’ Campaign to Raise Awareness of Financial Protection

Strategic collaboration taps on 50% savings for Sunday coffee to drive awareness around the essential need for financial protection

Kuala Lumpur, 3 June 2025 – **Sun Life Malaysia**, a life insurance and family takaful company, has announced an existing collaboration with **ZUS Coffee**, Malaysia’s fastest-growing coffee brand, to launch ‘**Sunday Fun Day with Sun Life**’ campaign. This nationwide initiative brings together two purpose-driven brands that share a common mission - to deliver real value and spark awareness around financial protection in a relatable, accessible way.

From 1 June to 31 August 2025, Malaysians can enjoy 50% off ZUS beverages (discount capped at RM5.60) every Sunday by registering on the campaign microsite and answering a simple question about Sun Life Malaysia. The offer, redeemable through the ZUS App, is available at most ZUS Coffee outlets nationwide*.

“At Sun Life Malaysia, we are focused on helping Malaysians achieve lifetime financial security and live healthier lives,” said Raymond Lew, President/Country Head of Sun Life Malaysia. “Partnering with ZUS Coffee allows us to engage people in their familiar, joyful moments, like Sunday coffee - and start important conversations about protecting what matters most. Just like your daily coffee, financial wellness should feel less like a luxury and more like a necessity.”

Echoing this sentiment, Stephy Foong, Chief Commercial Officer shared: “Coffee is more than just a beverage – it is a daily ritual, a comforting habit that energises us and anchors our routines. At ZUS Coffee, we believe that essential things in life – whether it is your morning cup or your family’s financial protection – should not be luxuries. They should be accessible, dependable, and seamlessly woven into everyday life. This collaboration with Sun Life Malaysia highlights our shared commitment to making quality and care a daily necessity. Together, we aim to help Malaysians embrace financial protection as naturally and effortlessly as they do with their coffee – as part of a life well-lived, and a family well-protected.”

With its strong community presence and alignment in values, ZUS Coffee reflects Sun Life Malaysia’s belief that excellence should be inclusive. Both brands champion smart, high-quality choices that don’t break the bank, a principle that resonates strongly with consumers navigating the pressures of rising living costs. This collaboration reinforces Sun Life Malaysia’s long-term commitment to advancing inclusive financial security, while also encouraging meaningful steps toward financial literacy and brighter financial futures.

How it works:

- Every Sunday from **1 June to 31 August 2025**, users can get **50% off** on ZUS drinks (discount capped at RM5.60)
- To redeem, visit <http://sunlifexzus.com.my/>, enter your contact details and answer a simple question about Sun Life Malaysia.
- Upon completion, a voucher will be sent to the user’s ZUS App for instant use on Sunday purchases.

- Only a limited number of Vouchers are available every Sunday during the Campaign Period and redemption is on a first-come, first-served basis while supplies last.

Participating Outlets:

* The promotion is available at most ZUS Coffee outlets nationwide, except the following: Suria KLCC, Imago Shopping Mall, Pavilion Damansara Heights, Lot 91 KLCC, The Exchange TRX, Skypark Terminal, Domestic Departure Gate A Terminal 1 KLIA, Gateway@KLIA2 (Levels 2 & 3), Kidzania Kuala Lumpur, Genting 1 (First World), Sky Avenue, Selera Putra, Souq Putrajaya, Genting Xintiandi Sales Gallery, Langkawi International Airport Food Garden, Coffee Meets Pastry – 1 Utama, ZUS Signature – Taman Paramount & Sunway Pyramid (Oasis Entrance).

For more information and to register, visit <http://sunlifexzus.com.my/>

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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, 2025, Sun Life had total assets under management of \$1.55 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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