

Sun Life Malaysia Clinches Bronze In Putra Aria Brand Awards 2023

The Company's inaugural win under 'Banking, Investment and Insurance' category

Kuala Lumpur, 26 January 2024 — Sun Life Malaysia, a life insurance and takaful company, took home the Bronze award in the 'Banking, Investment and Insurance' category at the Putra Aria Brand Awards 2023, marking its inaugural recognition in this esteemed accolade.

Commenting on the recognition, Raymond Lew, CEO and President/Country Head of Sun Life Malaysia, said, "Winning this accolade is especially significant for us, with this being our first Putra Awards and marking the culmination of our 10th anniversary celebration in 2023. It goes beyond an industry acknowledgement as it underscores Sun Life Malaysia's positioning as a trusted insurance and takaful provider. This win serves as an inspiration for us to continue to maintain a steadfast focus on creating richer experiences and fostering deeper connections with our valued Clients."

Sun Life Malaysia prioritises building a strong and trusted brand for long-term sustainability. In 2023, some of its notable brand initiatives included educational and thought-leadership efforts, immersive brand ads, activation events, collaborations, product rewards and roadshows; all designed to empower individuals in achieving a financially-fit future.

The Putra Aria Brand Awards, known as 'The People's Choice Awards,' is organised by the Association of Accredited Advertising Agents Malaysia (4As) to honour top brand builders. This year, over 11,000 consumers participated in an eight-week online survey from September to October 2023 across 62 media channels, determining consumers' preferred brands in 24 categories.

The Awards was endorsed by Matrade as the Brand Champion Partner and supported by the Malaysian Advertisers Association, Media Specialists Association and Malaysian Digital Association.

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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 September 30, 2023, Sun Life had total assets under management of \$1.34 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