

Sun Life Malaysia Secures Gold In Putra Aria Brand Awards 2024

The company was recognised for excellence in the ‘Banking, Investment, and Insurance’ category for the second consecutive year

Kuala Lumpur, 20 January 2025 — Sun Life Malaysia, a life insurance and takaful provider, proudly clinched the coveted Gold award in the ‘Banking, Investment and Insurance’ category at the Putra Aria Brand Awards 2024. This is the company’s second triumph at this prestigious award following its Bronze achievement in 2023, reaffirming the brand’s position as a trusted partner and a beacon of excellence in empowering Malaysians toward brighter financial futures.

“Receiving the Putra Aria Brand Awards for the second time and clinching the prestigious Gold award this year made it even more meaningful for Sun Life Malaysia,” said Raymond Lew, President/Country Head of Sun Life Malaysia. “As an award chosen by consumers, this recognition is a strong validation of our purpose. It reflects our relentless commitment to building trust and delivering meaningful value to Malaysians. It is not just an accolade - it’s a testament to our Clients’ trust and the dedication of our team to empower individuals in securing brighter financial futures.”

In 2024, Sun Life Malaysia spearheaded numerous impactful initiatives aimed at reinforcing its position as a trusted insurance and takaful provider. These included educational programs like Insurelit, which promotes financial literacy among children; engaging brand activations such as a wellness festival to instill health and wellness habits; innovative product launches, and nationwide roadshows—all designed to enhance financial and insurance literacy while empowering Malaysians to take control of their financial well-being.

Dubbed “The People’s Choice Awards,” the Putra Aria Brand Awards, established by the Association of Accredited Advertising Agents Malaysia (4As), celebrates the nation’s most trusted brands across 24 categories. Winners are determined through an extensive online survey, which in 2024 saw participation from over 50,000 Malaysian consumers.

Endorsed by the Malaysia External Trade Development Corporation (MATRADE) and supported by the Malaysian Advertisers Association (MAA), Media Specialists Association (MSA), and Malaysian Digital Association (MDA), the Putra Aria Brand Awards stands as a benchmark of brand trust and excellence in the nation.

This recognition reinforces Sun Life Malaysia's steadfast mission to be a lifelong partner for Malaysians, helping them achieve financial security, live healthier lives, and realise their aspirations. As the company embarks on 2025, it remains committed to setting new benchmarks in Client trust, innovation, and community empowerment.

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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, 2024, Sun Life had total assets under management of \$1.51 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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