

Sun Life Malaysia Names Alif Satar as Brand Ambassador to Advocate Financial Literacy Among Malaysians

The Appointment Aims To Expand The Brand's InsureLit Campaign, Elevating Takaful and Insurance Literacy Efforts

Kuala Lumpur, 7 February 2025 — Sun Life Malaysia, a life insurance and family takaful provider, has announced the appointment of celebrated local personality **Alif Satar** as the brand's 2025 brand ambassador. This strategic partnership is set to amplify the company's mission to empower Malaysians with essential financial and Takaful knowledge, with a focus on legacy planning and family financial stability.

The collaboration is an expansion of Sun Life Malaysia's **InsureLit Campaign**, which has already impacted millions of Malaysians across diverse age groups in 2024 through innovative resources like financial literacy roadshows, engaging workshops, a dedicated women financial empowerment award, series of educational articles and videos and interactive board games.

"Alif Satar reflects the values that define Sun Life Malaysia - the commitment to building resilient family, entrepreneurship, and financial responsibility," said **Raymond Lew**, President/Country Head of Sun Life Malaysia. "With his influence and genuine connection to Malaysians, we are confident that Alif will inspire people nationwide to take ownership of their financial journeys and build meaningful legacies."

As a father, entrepreneur, and well-loved public figure, Alif Satar brings a relatable and inspiring voice to Sun Life Malaysia's campaign. Beyond being the face of the brand, Alif will actively participate in initiatives to raise the bar of Takaful literacy among Malaysians, such as the Takaful 101 video series, a digital content series that equips Malaysians with the knowledge needed to build and protect their financial legacies through Takaful.

"As a father, my top priority is ensuring a secure future for my family, and as an entrepreneur, I believe financial literacy is not just important - it's the foundation for building and sustaining business success," Alif said. "I'm proud to partner with Sun Life Malaysia to help more Malaysians make informed financial decisions and secure brighter futures for their loved ones."

In 2024, Sun Life Malaysia set a new benchmark with its inaugural **InsureLit Campaign**, pioneering fresh ways to engage Malaysians in financial, Takaful and insurance education. The Campaign successfully engaged nearly 5,000 Malaysians from diverse age groups through its financial literacy programmes:

- **Financial Literacy Boardgame:** A first-of-its-kind educational boardgame – "InsureLit: Earn, Save and Protect", developed with Wealth of Life Children, introduced core financial principles to students through interactive gameplay.
- **School Outreach Programme:** Workshops and boardgame play sessions which educated students aged 9 -11 on earning, saving, and protecting wealth. To date, the programme has impacted 1087 students.

- **National Roadshows:** Malaysians in Johor, Penang, Putrajaya, and Puchong were introduced to the core concept of financial literacy through the boardgame, financial consultations and other initiatives.
- **Sun in the City Wellness Festival:** The inaugural 2-day wellness festival focused on the core pillars of Financial Bliss, Physical Prowess, and Mental Care, bringing together over 14 partners and 350 registered participants.
- Promote women's financial empowerment through the sponsorship of a dedicated award.
- Educational articles, podcasts, videos and community event.

Based on the “Insure or Unsure: Sun Life Insurance Literacy Survey” done in 2024, only 28% out of 1,107 Malaysians surveyed are confident in their knowledge of insurance and takaful products, while almost one-third (32%) have no insurance protection.

Reflecting on these findings, “our efforts in 2024 showed the power of creative engagement in promoting financial literacy. However, there is still immense potential to elevate financial literacy among general Malaysians” added Raymond Lew. “With Alif onboard, we’re confident we can deepen our reach and inspire Malaysians of all ages to embrace financial responsibility. Building on this momentum, the InsureLit campaign is set to create an even greater impact in 2025.”

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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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