

## Sun Life Malaysia cements strategic alliance with CIMB-Principal



In conjunction with the launch, Sun Life Malaysia also took the opportunity to introduce a total of four key solutions available immediately for CIMB-Principal's consultants to introduce to their customers.

KUCHING: Sun Life Malaysia officially cemented its strategic alliance with CIMB-Principal Asset Management Berhad (CIMB-Principal) recently.

Since its foray into the Malaysian insurance industry back in 2013, Sun Life Malaysia has been focused on growing its core bancassurance business through its exclusive partnership with CIMB Bank.

The venture into the Agency channel is an extension of its multi-channel distribution strategy to reach out to even more Malaysians.

An official launch event was held in Kuala Lumpur whereby present at the event were Claude Accum, President of Sun Life Financial Asia, Raymond Lew, CEO & President / Country Head of Sun Life Malaysia, Effendy Shahul Hamid, CEO, Group Asset Management & Investments, CIMB Group, Munirah Khairuddin, CEO of CIMB-Principal and over 300 consultants of CIMB-Principal's distribution channel – CWA, and management members of both organisations.

During the occasion, Lew said, "We are very excited over this long-term collaboration with CIMB-Principal. It enables Sun Life Malaysia to offer its wide range of innovative and affordable insurance protection solutions, through CWA's over 6,000 certified consultants.