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Claude Accum
President, Sun Life Financial Asia

Kevin Strain
Executive Vice-President &
Chief Financial Officer
Sun Life Financial

Cover Story

Charting a Financial Course for Asians: **Sun Life Financial Asia**

Special Interview
Funding Societies:
The Game Changer for
SMEs ---42

Wealth Attitude
How to Control Impulse
Purchase ---28

Market Outlook
One Belt One Road: The
Game Changer in Economic
Landscape ---pg 32



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reading material by:



Sun Life Malaysia Announced New Chief Executive Officer & President / Country Head



From left to right: Kevin Strain, Raymond Lew, and Claude Accum (President, Sun Life Financial Asia).



Sun Life Malaysia Assurance Berhad ('Sun Life Malaysia') recently announced the appointment of Mr Raymond Lew as CEO & President. Raymond will also take on the role of Country Head, overseeing the insurance businesses of Sun Life in Malaysia.

Kevin Strain, Executive Vice President & Chief Financial Officer of Sun Life Financial, said of Raymond Lew's appointment, "Raymond is an energetic leader who rapidly built his knowledge of our

Malaysia business since he joined us in 2013. He was instrumental in building trust and relationships with key business partners; securing new partnerships, launching and growing the very successful Insurance Specialists channel, all of which have led to the remarkable sales transformation of Sun Life Malaysia."

"We all look forward to working with Raymond in his new capacity, and I am confident that his leadership, expertise and passion for our business will support our ambitious growth plans," added Kevin.

Since 2013, Sun Life Malaysia has rolled out more than 47 new products, increased revenue to more than RM1 billion and placed more than 1.5 million policies into force. Moving forward, Sun Life Malaysia is aiming to maintain its position as a leading bancassurance player, and concurrently seek to climb into a top 5 insurance industry position in Malaysia through new products and services and a focus on new distribution areas such as Telco-Assurance and Agency through the leveraging of digital, data analytics and talent. **M**



U Mobile and Sun Life Malaysia Entered into Telco-assurance Partnership

U Mobile and Sun Life Malaysia recently announced their partnership to provide telco-assurance to U Mobile's base of over five million customers. The collaboration is significant for two reasons. Firstly, it will be the first time that life insurance is offered to mobile customers in Malaysia via a telco service provider. Secondly, it is also the first time Malaysians will be able to apply, subscribe and manage life insurance coverage entirely via their mobile phone, if they are a U Mobile customer.