

Sun Life Malaysia Names Noor Azam bin Mohd Yusof As CEO At Sun Life Malaysia Takaful

Kuala Lumpur, 19 February 2025 — Sun Life Malaysia, a leading life insurance and family takaful provider, has appointed Noor Azam bin Mohd Yusof as the Chief Executive Officer of Sun Life Malaysia Takaful Berhad (SLMT), effective 3 February 2025. He succeeds Jeffry Azmi, who has retired.

Announcing the exciting news, Raymond Lew, President/Country Head of Sun Life Malaysia, said, "We are thrilled to welcome Azam Yusof to the Sun Life Malaysia family. His proven leadership and deep takaful expertise are precisely what we need to expand our takaful business's reach and impact. With a 'Play to Win' mindset, we are confident he will lead us to become a family takaful leader, delivering exceptional growth, innovation and impacts for our Clients."

With distinguished industry experience of more than 25 years in both conventional and Takaful sectors, Azam Yusof brings a wealth of knowledge to Sun Life Malaysia. His expertise includes sales and marketing, bancassurance and bancatakaful, agency channel management, business development, and strategic business transformation.

In his role as CEO of SLMT, Azam Yusof will be responsible for overseeing all aspects of the business, including Syariah compliance and governance. He will champion the implementation of SLMT's business strategy, designed to achieve continued growth and elevate its position as a leading bancatakaful player in the Malaysian market.

"I am honoured to lead SLMT and scale our family takaful business to greater heights," said Azam Yusof. "I am passionate about helping our Clients and more Malaysians build a secure financial future that honour their faith and enabling them to live healthier, more fulfilling lives."

Azam Yusof joins Sun Life Malaysia from a leading family Takaful operator where he served as CEO since 2017.

Azam Yusof holds a Bachelor of Science in Marketing from Northern Illinois University and a Master's in Business Administration from MARA University of Technology.

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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 bancatakal, 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 December 31, 2024, Sun Life had total assets under management of \$1.54 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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