

Message from the CEO



Donald A. Stewart

In this Public Accountability Statement, we will report on our investments in our communities, our economy and the environment for 2008 - an extraordinary year for Sun Life Financial in many ways. The global economic turbulence that emerged in the latter part of 2008 exerted its effect on many aspects of our business, and we reacted swiftly and vigorously to assure our customers and shareholders of our staying power, and of our ability to manage through the challenges in the months ahead. The economic crisis does not, however, deter us from fulfilling our corporate social responsibilities. Together with our employees and advisors, we met, and in some areas surpassed, the goals and objectives we set for ourselves.

You will see in this report that in 2008 we continued to support health programs that are proactive and preventive in nature. Our health-related grants to hospitals, organizations and institutions across Canada totalled more than \$2.6 million. This support included partnering with Toronto's Sunnybrook Health Sciences Centre to develop and launch a spectacular event that raised more than \$12 million to help build the hospital's new birthing and neonatal care unit. Also, to help future clinicians better understand health outcomes, epidemiology and the economics of health care, we established the Sun Life Financial Centre for Health Outcomes and Economics Research in Cancer and Trauma Care at Montreal General Hospital.

Our support for the arts maintained its momentum with our award-winning *Making the Arts More Accessible*[®] program. All across Canada, our program provided more affordable access for individuals and families to theatres, operas, museums, art galleries, libraries, festivals and other cultural events.

You will also see that we built on our wide range of sustainability programs and continued to invest in clean and renewable energy. We provided millions of square feet of green office, commercial and residential space, and through our intensive waste reduction and recycling programs, we diverted hundreds of tonnes of materials from landfills.

In 2008, we brought together leaders from across our enterprise to reinforce our brand promise to customers, businesses and consumers at large - that we apply insight into people's financial needs to empower them to take action for their futures. Our brand promise applies in a similar way to our investment in our communities. As the title of this report implies, our corporate social responsibility programs are upheld by three main pillars: *Commitment* to the people we serve, wherever we live and work, *empowerment* of our communities through financial support for forward-looking programs and initiatives, resulting in *action* - for a better life and a brighter future.

A handwritten signature in blue ink that reads "DA Stewart". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Donald A. Stewart
Chief Executive Officer