

Commitment. Empowerment. Action.

Our Mission

To help our customers achieve lifetime financial security.

Our Vision

To be an international leader in protection and wealth management.

Our Values

Integrity

We are committed to the highest standards of business ethics and good governance.

Engagement

We value our diverse, talented employees and encourage, support and reward them in contributing to the full extent of their potential.

Customer focus

We provide sound financial solutions for our customers and always work with their interests in mind.

Excellence

We pursue operational excellence through our dedicated people, our quality products and services, and our value-based risk management.

Value

We deliver value to the customers and shareholders we serve and to the communities in which we operate.

Commitment. Empowerment. Action. Three pillars of community investment. At Sun Life Financial, we make a promise to our customers – that we will apply our insight into their financial needs to create the products and services that will empower them to act with confidence for a brighter financial future.

So it is with our investment in our communities. We show our commitment in many ways – by investing in proactive and preventive health programs, by making it easier for families and children to access the arts, and by continuing to work toward economic and environmental sustainability. All of this empowers and strengthens our communities, and generates action – to build brighter futures.

In 2008, we were honoured with a range of awards for our corporate social responsibility and business practices. Following are a few examples of how Sun Life was recognized in Canada:

- Received the 2008 *Globe and Mail* Business for the Arts Award for *Most Effective Corporate Program* in recognition of our contributions to the National Arts Centre programs for youth
- Listed since its inception in 2001 in the Global FTSE4Good index, which provides investors with a list of companies that meet globally recognized corporate responsibility standards
- Ranked in the top 10 for the Canadian financial services sector in the most recent *Maclean's* magazine and Jantzi Research annual Corporate Social Responsibility Report
- Selected as one of only three life insurers to be a member of the Dow Jones Sustainability North American Index for 2008-2009
- Ranked among the top 10 insurance companies in the Covalence Ethical Ranking 2008, which tracks the ethical reputation of 541 multinational companies
- Received a score of 93/100 in the *Globe and Mail* Board Games Corporate Governance Ranking for 2008

About Sun Life Financial

Sun Life Financial is a leading international financial services organization providing a diverse range of protection, wealth accumulation products and services to individuals and corporate customers. Chartered in 1865, Sun Life Financial and its partners today have operations in key markets worldwide, including Canada, the United States, the United Kingdom, Ireland, Hong Kong, the Philippines, Japan, Indonesia, India, China and Bermuda. As of December 31, 2008, the Sun Life Financial group of companies had total assets under management of \$381 billion. Sun Life Financial Inc. trades on the Toronto (TSX), New York (NYSE) and Philippine (PSE) stock exchanges under ticker symbol SLF.