
Building sustainable shareholder value

Third Quarter, 2018

The background of the slide is a photograph of a modern building's interior. A large, curved wall made of light-colored wood panels is the focal point. On this wall, the Sun Life Financial logo is prominently displayed. The logo consists of the words "Sun" and "Life Financial" in a white, sans-serif font, with a stylized sun icon to the right of "Sun". The sun icon is a circle with radiating lines. Below the text, there are several vertical wooden slats or panels. The lighting is warm and natural, suggesting sunlight coming from a window on the right. A thick, curved yellow line sweeps across the bottom of the image, starting from the left and curving towards the right.

Sun
Life Financial

Sun
Life Financial

Life's brighter under the sun



**CAPITAL
MANAGEMENT**

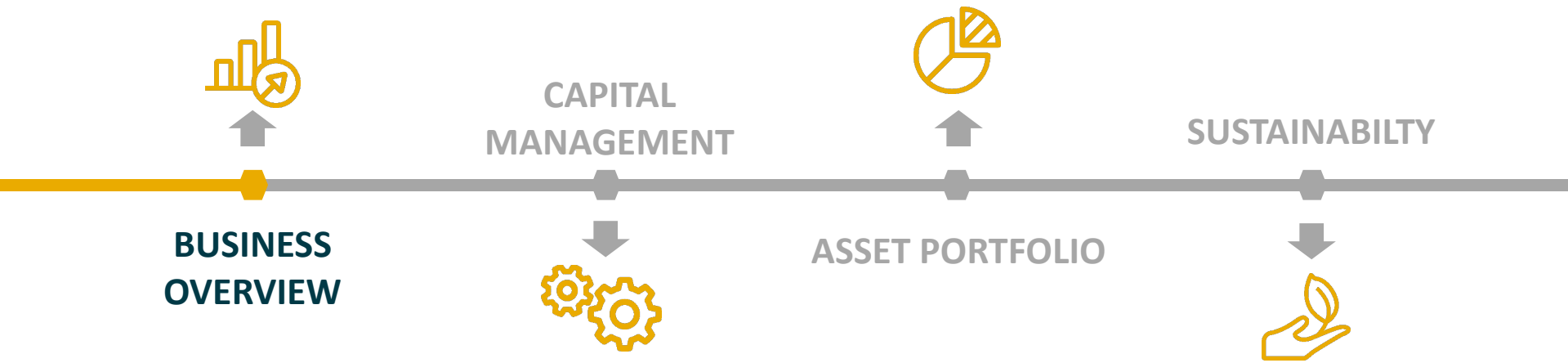


SUSTAINABILITY



**BUSINESS
OVERVIEW**

ASSET PORTFOLIO



A **\$31 billion¹** leading international financial services organization... operating through a **balanced** and **diversified** model... focused on creating **shareholder value** now and in the future



¹ Market capitalization (C\$), as of September 30, 2018



We have four strong pillars that can each compete, win and grow in their respective sectors and which leverage each other



Bound together by a strong balance sheet and risk culture, including no direct U.S. Variable Annuity or Long-Term Care



Building on momentum created by past organic investments and acquisitions that will help drive earnings growth



Our ambition is to be ONE OF THE BEST insurance and asset management companies globally

Each pillar
viewed as one of
the best in its
markets

Top Quartile
Client
Experience

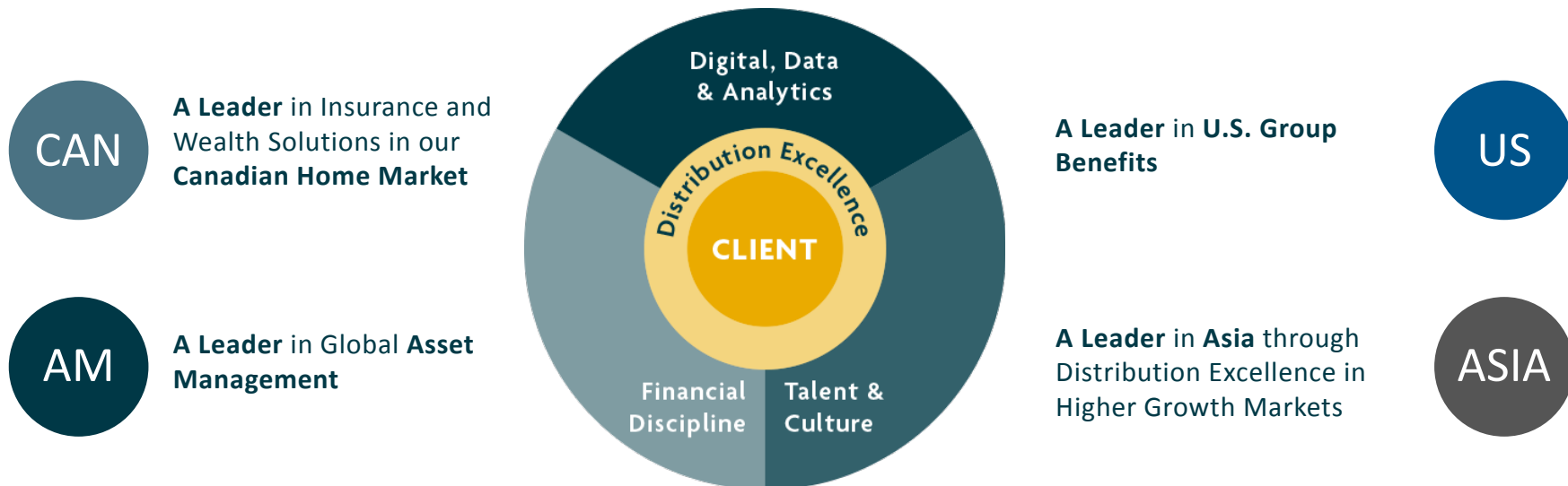
Disproportionate
Share of Top Talent

Top Quartile
Total Shareholder
Return

AMBITION TO BE “ONE OF THE BEST” INSURANCE AND ASSET MANAGEMENT COMPANIES IN THE WORLD

Q3
2018

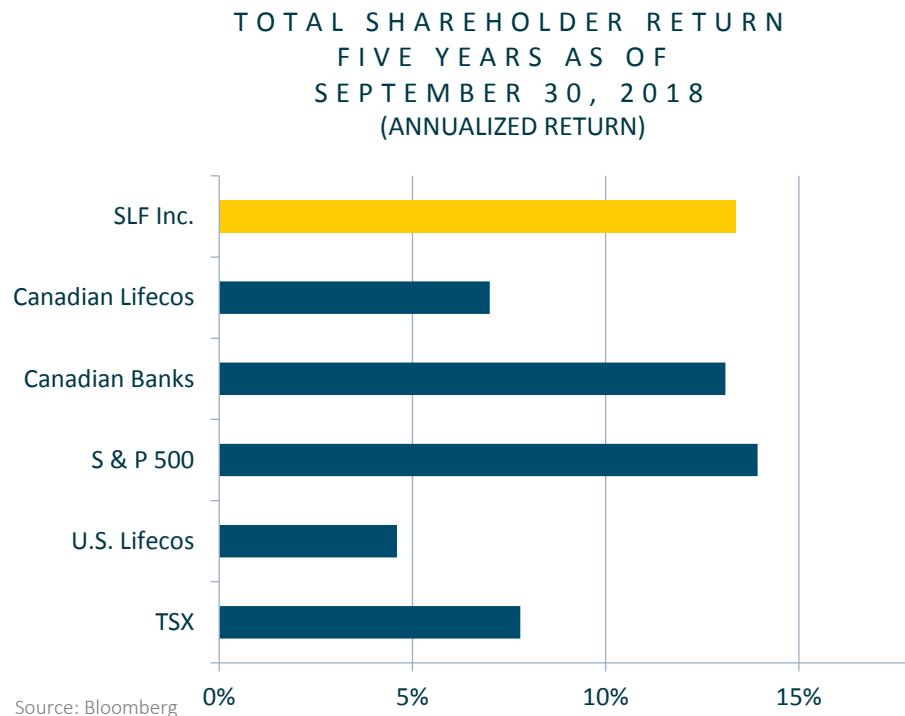
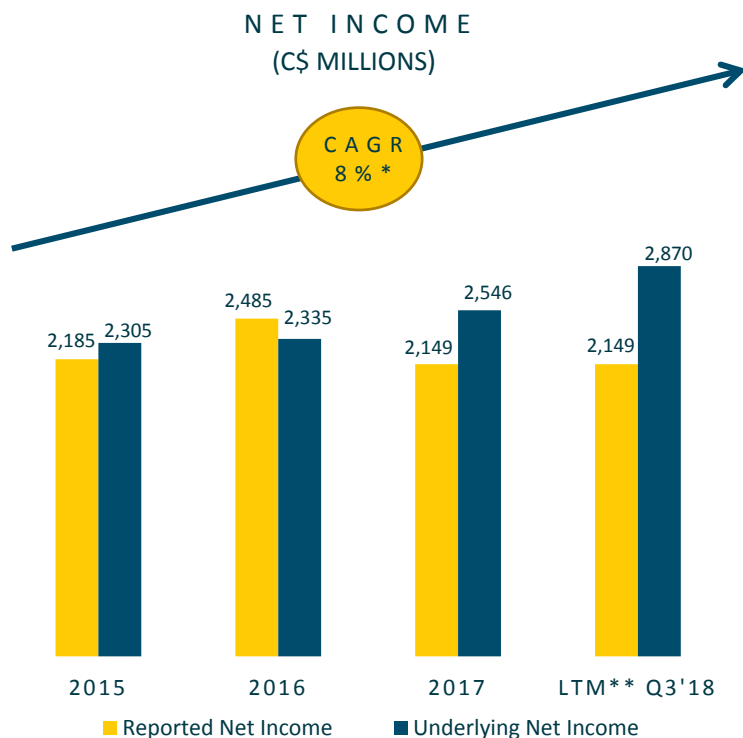
A growth strategy focused on **high ROE** and **strong capital generation** through **leading positions** in **attractive markets globally**



MEDIUM-TERM FINANCIAL OBJECTIVES¹

Average underlying EPS growth per annum: 8-10% -- Underlying ROE: 12-14% -- Dividend payout ratio: 40-50%

DELIVERING VALUE TO SHAREHOLDERS



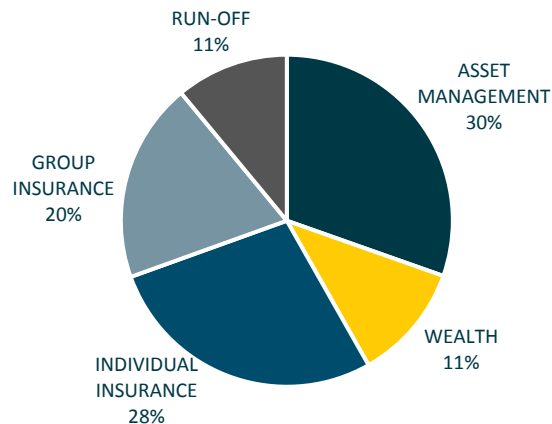
Underlying Net Income represents a non-IFRS financial measure. See “Use of Non-IFRS Financial Measures” and “Reconciliation of Net Income measures” in the appendix to these slides.

* Compound Annual Growth Rate (“CAGR”) for Underlying Net Income

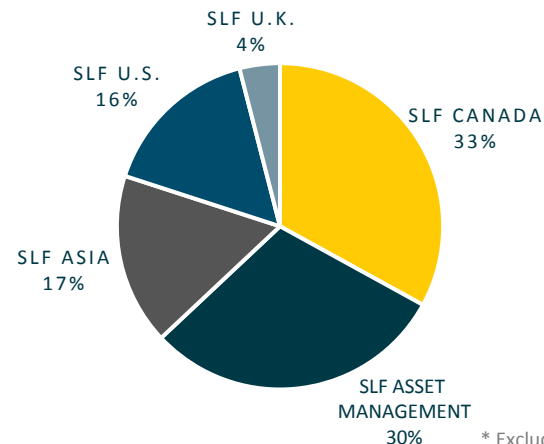
** Last Twelve Months (“LTM”)

BALANCED AND DIVERSIFIED BUSINESS

BUSINESS DIVERSIFICATION
LTM Q3'18 UNDERLYING NET INCOME²



GEOGRAPHIC DIVERSIFICATION
LTM Q3'18 UNDERLYING NET INCOME^{2*}



* Excludes Corporate Support

No direct U.S. Variable Annuity or Long-Term Care Exposure

Relatively low market risk exposure

145% LICAT Ratio (SLF Inc.) \$2.7B of Holdco¹ cash, 21.9% financial leverage ratio²

Strong risk management culture

Balanced and diversified portfolio to deliver across cycles

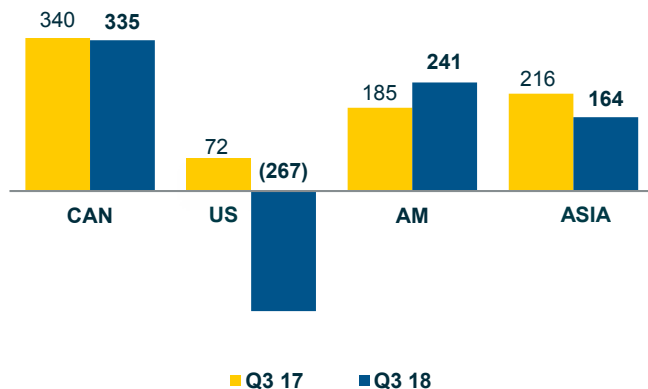
¹ Holdco refers to Sun Life Financial Inc. and its wholly-owned holding companies

² Represents a non-IFRS financial measure. See "Use of Non-IFRS Financial Measures" and "Reconciliation of Net Income measures" in the appendix to these slides.

BUSINESS GROUP PERFORMANCE

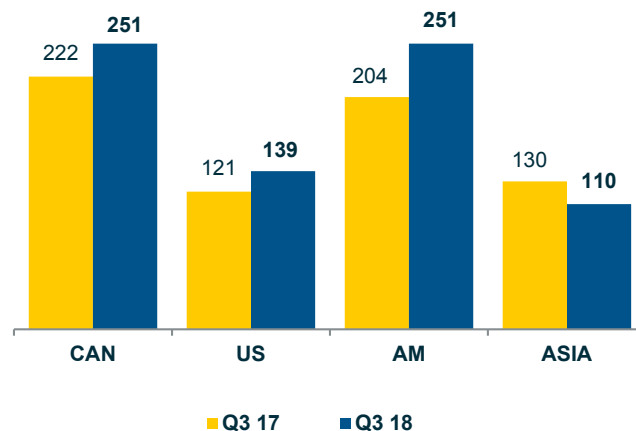
REPORTED NET INCOME (LOSS) (C\$ MILLIONS)

Impact of currency increased reported net income by \$6M



UNDERLYING NET INCOME¹ (C\$ MILLIONS)

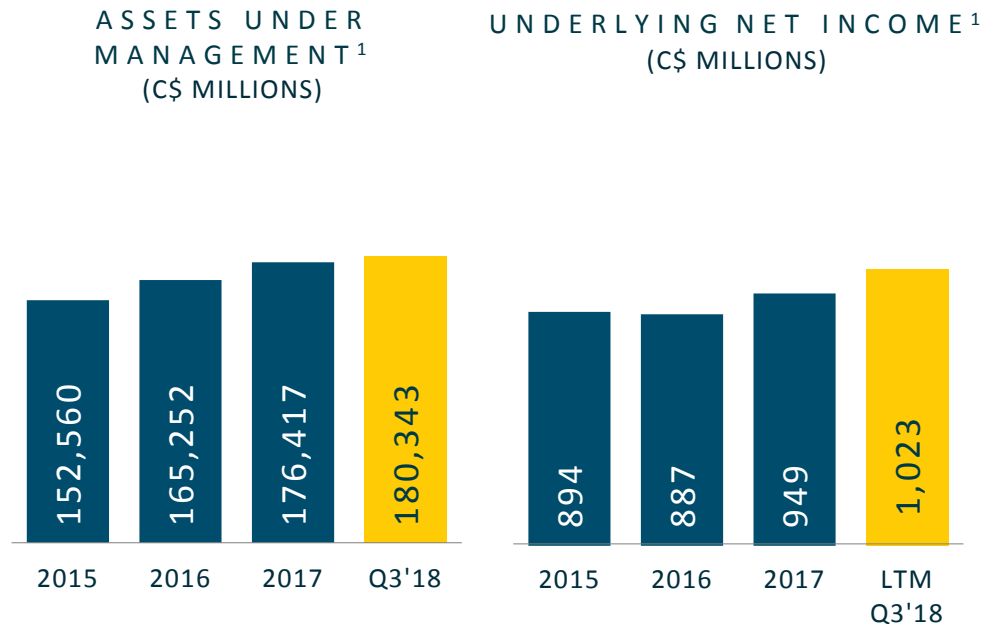
Impact of currency increased underlying net income by \$18M



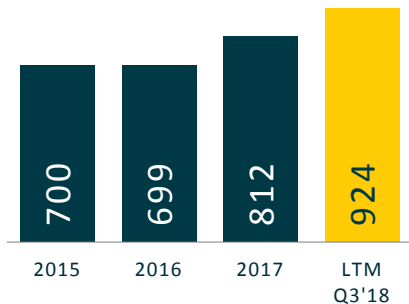
SLF CANADA: GROWING EARNINGS POWER

Q3'18 HIGHLIGHTS

- Announced the launch of Lumino, a first of its kind digital network helping Canadians live healthier lives
- Entered into a strategic relationship with Rise People Inc., Canada's first all-in-one digital HR, payroll and benefits administration solution
- Sun Life Global Investments assets under management¹ ("AUM") of \$23 billion
- Group Benefits business in-force of \$10.5 billion



SLF ASSET MANAGEMENT: WELL POSITIONED FOR GROWTH

UNDERLYING NET INCOME¹
(C\$ MILLIONS)

Q3'18 HIGHLIGHTS

- 66%, 82% and 88% of MFS's retail fund assets ranked in the top half of their Lipper categories based on three-, five-, and ten-year performance, respectively
- MFS's pre-tax net operating profit margin ratio of 40%¹



MFS AUM C\$626 billion

- Active management in public markets
- A broad range of equity and fixed income products
- Solution-based opportunities (multi-sector, target date funds)



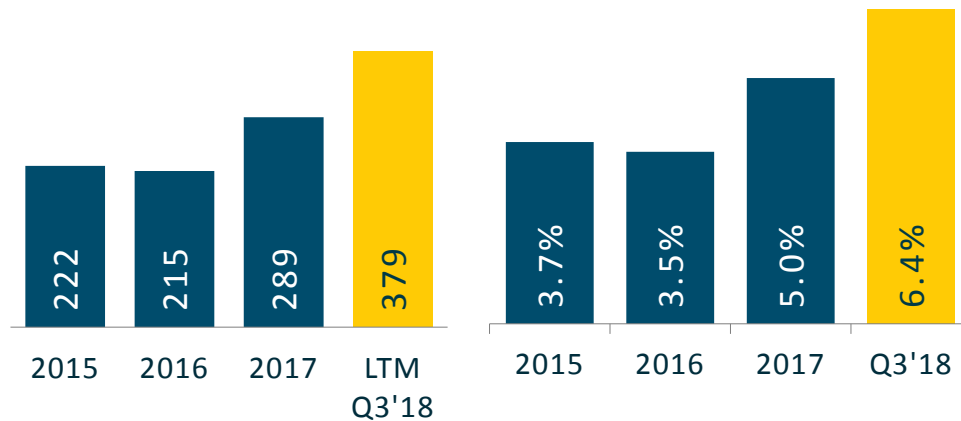
SLIM AUM C\$61 billion

Bentall
KennedyPRIME
ADVISORS, INC.Ryan Labs
ASSET MANAGEMENTSun Life
INSTITUTIONAL INVESTMENTS

SLF U.S.: EXECUTION ON KEY INITIATIVES

Q3'18 HIGHLIGHTS

- After-tax profit margin for Group Benefits of 6.4%^{1,2}
- SLF U.S.'s stop-loss business achieved 19% year-over-year growth in business-in-force¹, reaching US\$1.5 billion

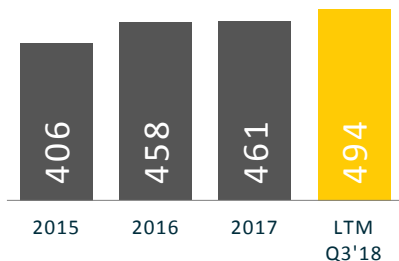
UNDERLYING NET INCOME¹
(US\$ MILLIONS)AFTER-TAX
PROFIT MARGIN FOR
GROUP BENEFITS²

¹ Represents Non-IFRS financial measures. See "Use of Non-IFRS Financial Measures" and "Reconciliation of Net Income measures" in the appendix to these slides.

² After-tax profit margin for Group Benefits calculated on underlying net income as a percentage of net premiums on a trailing four quarters basis.

SLF ASIA: DISTRIBUTION EXCELLENCE IN HIGHER GROWTH MARKETS

UNDERLYING NET INCOME¹ (C\$ MILLIONS)



Q3'18 HIGHLIGHTS

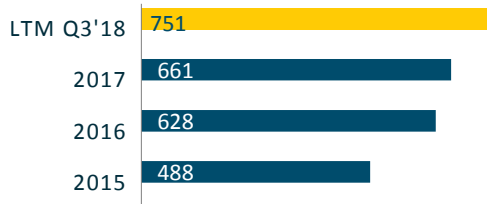
- Hong Kong's Mandatory Provident Fund ("MPF") sales¹ grew 37% over Q3'17, leading the industry in net inflows and earned the top ranking from Mercer's inaugural MPF Provider Satisfaction Rankings Report²
- Strong brand recognition in the Philippines, where we are the only life insurance company to achieve recognition in Campaign Asia-Pacific's Top 100 Brands³
- India individual insurance sales^{1,4} increased by 70%, primarily from a new bancassurance relationship

INSURANCE & WEALTH

AUM



INDIVIDUAL INSURANCE SALES^{1,4} (C\$ MILLIONS)

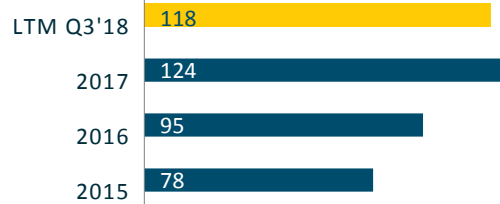


INTERNATIONAL

AUM



INDIVIDUAL INSURANCE SALES¹ (C\$ MILLIONS)



* Year over Year ("YoY")

¹ Represents Non-IFRS financial measures. See "Use of Non-IFRS Financial Measures" and "Reconciliation of Net Income measures" in the appendix to these slides.

² Ranking is for the 12 months ended June 30, 2018. Based on a 12-month average of the Mercer's MPF Satisfaction Index (MPF SI), a monthly survey conducted by Nielsen, interviewing more than 2000 respondents in Hong Kong's working population per year.

³ The Philippines' Top 100 Brands is part of an annual region-wide study, titled "Asia's Top 1000 Brands", presented by Campaign Asia-Pacific and based on an exclusive survey conducted by Nielsen.

⁴ Sales from joint ventures are based on our proportionate equity interest

Life's brighter under the sun

SLF ASIA: MARKET PRESENCE

Presence in **seven** high growth markets, including Asia's two largest economies – **India & China**. Access to **Singapore & Dubai** through International High Net Worth business

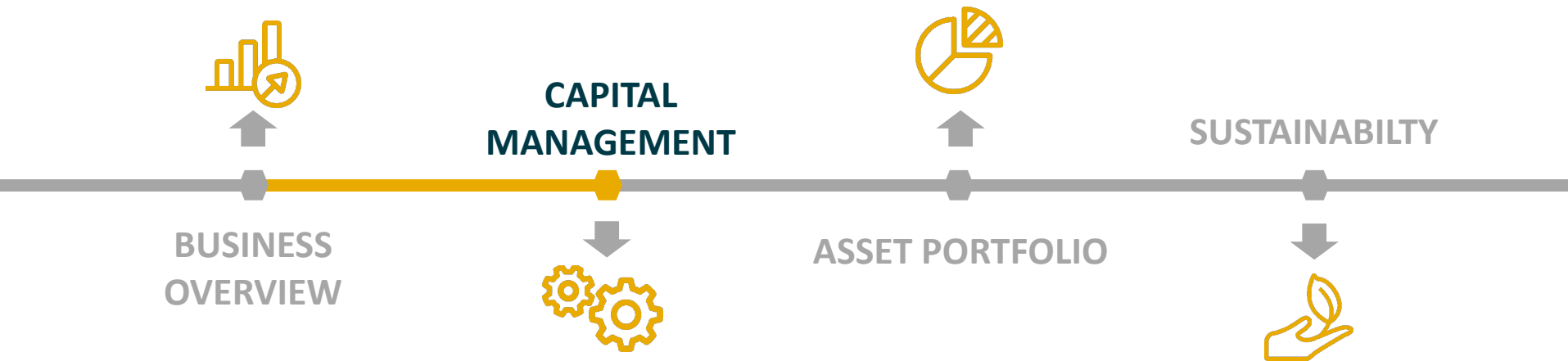
17%

Total Company Underlying
Net Income from Asia*

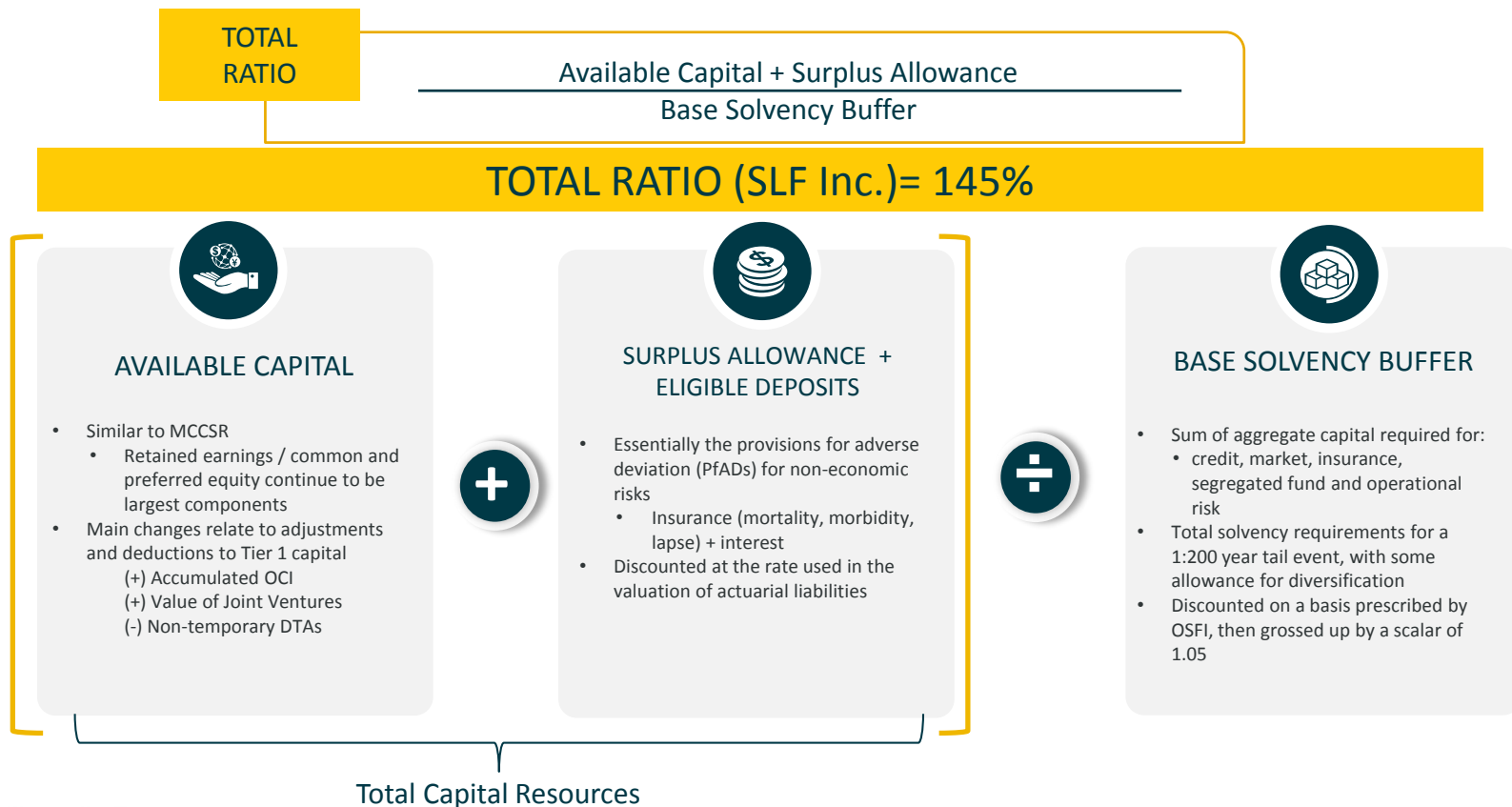


* Based on LTM Q3'18. SLF Asia underlying net income includes the results of International.

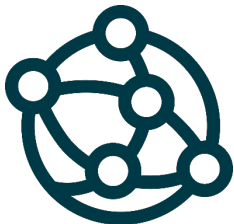
Life's brighter under the sun



OVERVIEW OF LICAT CAPITAL FRAMEWORK



CAPITAL GENERATION PROVIDES GOOD CAPITAL FLEXIBILITY



Funding Organic Growth

Dividend Payout ratio
of 40-50%

M&A Opportunities



Share buybacks

Strong Capital Generation

Capital Flexibility

- Capital deployment priorities unchanged
- Target minimum cash at the holding company of \$500 million
- Capital generation equal to or greater than \$700 million
- Cash generation largely unaffected by LICAT

FINANCIAL FLEXIBILITY UNDER CAPITAL MODEL

\$2.7 billion cash at
holding company

SLF

LICAT 145%
Leverage 21.9%
Leverage Capacity
to 25/30%: ~\$1.1/\$3.2BLICAT of
130%

SLA

SLA - External Capital Securities

Subordinated Debt	Coupon	Outstanding Balance	First Call Date
CLI Series 2 Sub Debenture	6.30%	\$150	15-May-28
		\$150	
Innovative Tier 1 Securities			
SLEECs Series B	7.09%	\$200	30-Jun-32
SLEECs Series 2009-1	5.86%	\$499	31-Dec-19
		\$699	

SLF Asset
Management

SLF - External Capital Securities

Subordinated Debt	Coupon	Outstanding Balance	First Call Date
SLF T2B (Series 2007-1)	5.40%	\$398	29-May-37
SLF T2B (Series 2014-1)	2.77%	\$250	13-May-19
SLF T2B (Series 2015-1)	2.60%	\$499	25-Sep-20
SLF T2B (Series 2016-1)	3.10%	\$349	19-Feb-21
SLF T2B (Series 2016-2)	3.05%	\$995	19-Sep-23
SLF T2B (Series 2017-1)	2.75%	\$398	23-Nov-22
		\$2,889	

Preferred Shareholders' Equity

SLF Series 1	4.75%	\$394	31-Mar-14
SLF Series 2	4.80%	\$318	30-Sep-14
SLF Series 3	4.45%	\$245	31-Mar-15
SLF Series 4	4.45%	\$293	31-Dec-15
SLF Series 5	4.50%	\$245	31-Mar-16
SLF Class A, Series 8R	2.28%	\$127	30-Jun-20
SLF Class A, Series 9QR	Floating	\$147	30-Jun-20
SLF Class A, Series 10R	2.84%	\$169	30-Sep-21
SLF Class A, Series 11QR	Floating	\$26	30-Sep-21
SLF Class A, Series 12R	3.81%	\$293	31-Dec-21
		\$2,257	

MFS

Sun Life
Investment
ManagementBook value
excl. from
LICAT

U.K.

Canada

Bermuda

Asia

U.S.
BranchALL CAPITAL SECURITIES
CONTINUE TO QUALIFY
UNDER LICAT

Capitalized to meet local capital rules

All information as at September 28, 2018; all dollar amounts
are in C\$ unless otherwise stated

STRONG OPERATING AND FINANCIAL LEVERAGE

Operating
Leverage

Operating Leverage Debt (C\$ millions)

Q3 2018

Debt supporting reserve financing

Senior Debt

599

Bilateral Senior Financing ¹

1,905

Total Operating Leverage Debt**\$2,504**

Tier 2

Capital (C\$ millions)

Q3 2018

Subordinated Debt

\$3,039

SLEECs (Innovative Tier 1 Securities)

699

Preferred Shareholders' Equity

2,257

Total Capital Securities**5,995**

Tier 1

Common Shareholders' Equity and Par ²

21,379

Total Capital**\$27,374****Financial Leverage Ratio ³, %****21.9%**¹ As of December 31, 2017 as disclosed in Sun Life Inc.'s 2017 Financial Statements.² Participating policyholders' equity and non-controlling interest.³ Represents a non-IFRS financial measure. See "Use of Non-IFRS Financial Measures" and "Reconciliation of Net Income measures" in the appendix to these slides.

CAPITAL FRAMEWORK COMPARISON - METRICS

Capital Metrics and Targets	MCCSR	LICAT
Total Ratio	$\frac{\text{Available Capital}}{\text{Required Capital}}$	$\frac{\text{Available Capital} + \text{Surplus Allowance (SA)} + \text{Eligible Deposits (ED)}}{\text{Base Solvency Buffer}}$
Tier 1 Ratio (MCCSR)/ Core Ratio (LICAT)	$\frac{\text{Tier 1 Available Capital}}{\text{Required Capital}}$	$\frac{\text{Tier 1 Available Capital} + 70\% \times (\text{SA} + \text{ED})}{\text{Base Solvency Buffer}}$
Minimum Target Ratios	Total Ratio – 120% Core Ratio – 60%	Total Ratio – 90% Core Ratio – 55%*
Supervisory Target Ratios**	Total Ratio – 150% Core Ratio – 105%	Total Ratio – 100% Core Ratio – 70%

* Regulated insurance holding companies and non-operating insurance companies are subject to a minimum target of 50%

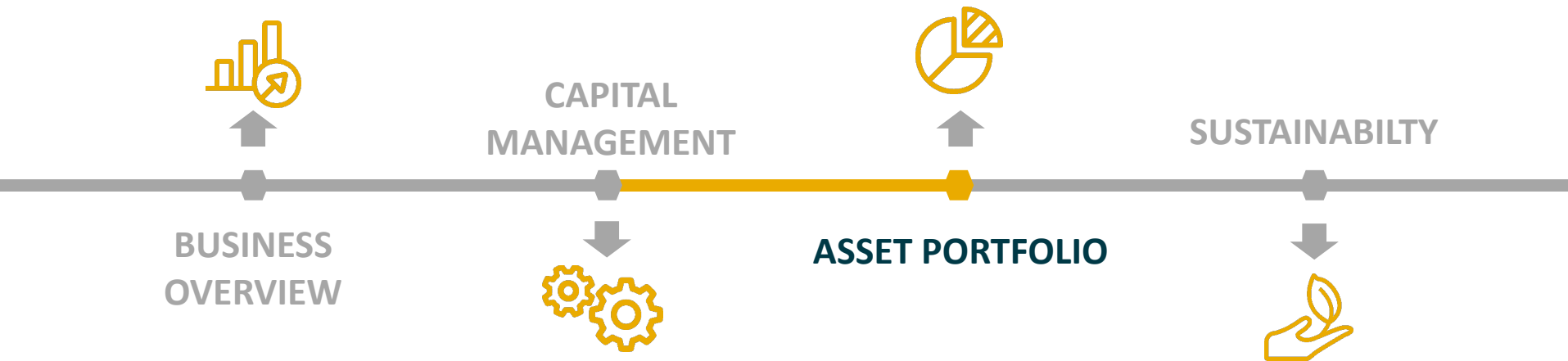
** Not applicable to regulated insurance holding companies and non-operating insurance companies

CAPITAL FRAMEWORK COMPARISON – AVAILABLE CAPITAL

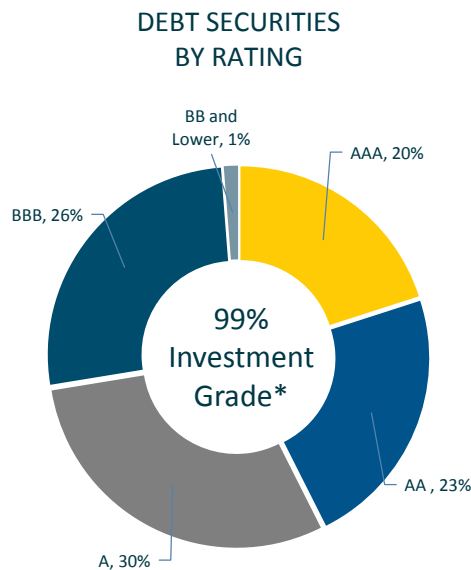
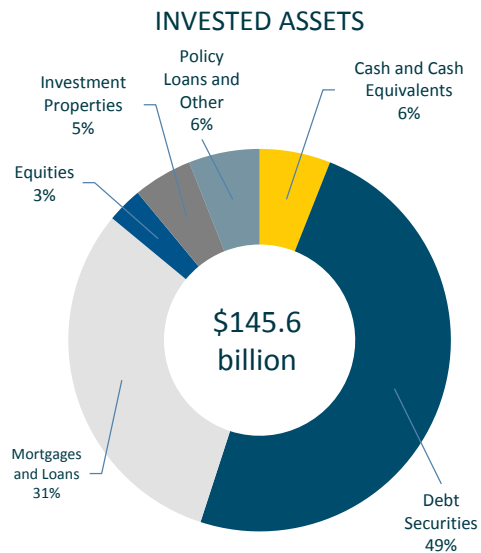
Available Capital	MCCSR	LICAT
Valuation Basis: Invested Assets	Generally market value	Generally market value
Valuation Basis: Accounting Assets and Liabilities	IFRS	IFRS
Valuation Basis: Actuarial Liabilities	CALM	CALM
Goodwill	Deducted	Deducted
Intangible Assets	Limited recognition	Deducted
Deferred Tax Assets (DTAs)	Included	Limited recognition
Debt AOCI	Deducted	Included
Substantial Investments (incl. Joint Ventures)	Deducted	Included
Non-life financial subsidiaries	Deducted	Deducted
Encumbered real estate	Included	Limited recognition

CAPITAL FRAMEWORK COMPARISON – REQUIRED CAPITAL

Required Capital	MCCSR	LICAT
Calibration of target requirements	Not specified	Conditional tail expectation of CTE(99), calibrated on a 1-year horizon including a terminal provision
Credit Risk	Factor based	Factor based where factors vary by rating and duration
Interest Rate Risk	Factor based	Stressed cash flows
Other Market Risk	Factor based	Shocked asset value
Mortality, Morbidity, Longevity Risks	Factor based	Stressed cash flows
Lapse Risk	Modelled as an additional margin on assumptions	Stressed cash flows
Segregated Fund Guarantee Risk	Factor based or internal model	Same as MCCSR but adjusted to align to new supervisory target
Expense Risk	Not required	Stressed cash flows
Operational Risk	Implicit gross-up	Factor based
Participating Account Credit	Reduced factors	Cash flow based; limit on credit
Aggregation and Diversification Benefits	Implicit aggregation benefit for mortality and morbidity risks	Within insurance risks and interest rate risk, and across risks (subject to 20% limit); Participating account separate



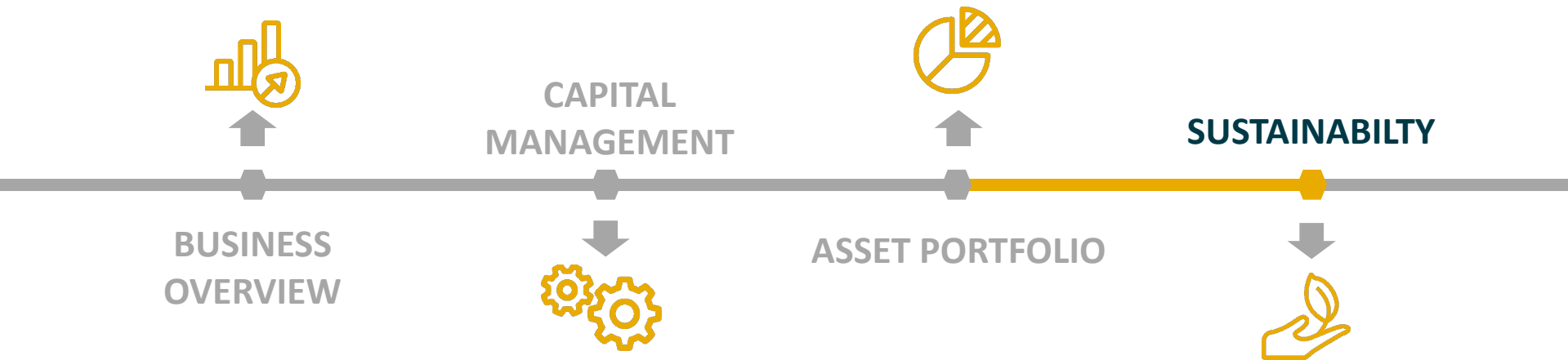
HIGH QUALITY, WELL DIVERSIFIED INVESTMENT PORTFOLIO



* BBB and higher

**COMPETITIVE
ADVANTAGES**

- Leading non-public portfolio with significant origination capabilities
- Strengthened real estate and commercial mortgage capabilities with Bentall Kennedy acquisition in 2015
- Deep credit research resulting in strong credit experience



SUSTAINABILITY PRINCIPLES AND HIGHLIGHTS

SUSTAINABILITY PRINCIPLES



Organizational Resilience



Environmental Responsibility



Community Wellness



Governance & Risk Management

2017 SUSTAINABILITY HIGHLIGHTS

25% of annual incentive plan compensation aligned to Client experience measures



650+

Client correspondence documents improved using plain language

Almost **\$1 billion** invested in clean and renewable energy projects



7%

reduction in global GHG emissions from 2015



2020 and 2030 targets

set for GHG emission reductions

\$1.8 billion+

invested to develop resilient, safe and sustainable infrastructure in cities and communities



31,700 hours volunteered by Sun Life employees around the globe



36%

of Sun Life's Board of Directors were women



Top 10 for Governance Practices

in The Globe and Mail Report on Business Board Games review



In this presentation, Sun Life Financial Inc., (“SLF Inc.” or “SLF”) its subsidiaries and, where applicable, its joint ventures and associates are referred to as “we”, “us”, “our” and the “Company” and Sun Life Assurance Company of Canada is referred to as “Sun Life Assurance” or “SLA”.

Use of Non-IFRS Financial Measures

We report certain financial information using non-IFRS financial measures, as we believe that these measure provide information that is useful to investors in understanding our performance and facilitate a comparison of our quarterly and full year results from period to period. These non-IFRS financial measures do not have any standardized meaning and may not be comparable with similar measures used by other companies. For certain non-IFRS financial measures, there are no directly comparable amounts under IFRS. These non-IFRS financial measures should not be viewed as alternatives to measures of financial performance determined in accordance with IFRS. Additional information concerning these non-IFRS financial measures and reconciliations to the closest IFRS measures are available in section M - Non-IFRS Financial Measures of the Q3'18 Earnings News Release. Non-IFRS Financial Measures and reconciliations are also included in our annual and interim MD&A and the Supplementary Financial Information packages that are available on www.sunlife.com under Investors – Financial results & reports.

Non-IFRS measures

Underlying net income (loss) and financial measures based on underlying net income (loss), including underlying EPS or underlying loss per share, and underlying ROE, are non-IFRS financial measures. Underlying net income (loss) removes from reported net income (loss) the impact of the following items that create volatility in our results under IFRS and when removed assist in explaining our results from period to period:

- (a) market related impacts, which include: (i) impact of returns in equity markets, net of hedging, above or below our best estimate assumptions of approximately 2% per quarter in the reporting period, and which also includes the impact of the basis risk inherent in our hedging program, which is the difference between the return on underlying funds of products that provide benefit guarantees and the return on the derivative assets used to hedge those benefit guarantees; (ii) the impact of changes in interest rates that differ from our best estimate assumptions in the reporting period and on the value of derivative instruments used in our hedging programs including changes in credit and swap spreads, and any changes to the assumed fixed income reinvestment rates in determining the actuarial liabilities; and (iii) the impact of changes in the fair value of investment properties in the reporting period;
- (b) assumption changes and management actions, which include: (i) the impact of revisions to the methods and assumptions used in determining our liabilities for insurance contracts and investment contracts; and (ii) the impact on insurance contracts and investment contracts of actions taken by management in the current reporting period, referred to as management actions which include, for example, changes in the prices of in-force products, new or revised reinsurance on in-force business, and material changes to investment policies for assets supporting our liabilities; and
- (c) other adjustments:
 - (i) certain hedges in SLF Canada that do not qualify for hedge accounting - this adjustment enhances the comparability of our net income from period to period, as it reduces volatility to the extent it will be offset over the duration of the hedges;
 - (ii) fair value adjustments on MFS's share-based payment awards that are settled with MFS's own shares and accounted for as liabilities and measured at fair value each reporting period until they are vested, exercised and repurchased - this adjustment enhances the comparability of MFS's results with publicly traded asset managers in the United States;
 - (iii) acquisition, integration and restructuring amounts (including impacts related to acquiring and integrating acquisitions); and
 - (iv) other items that are unusual or exceptional in nature.

Underlying EPS also excludes the dilutive impact of convertible instruments. All factors discussed in this presentation that impact our underlying net income are also applicable to reported net income.

All EPS measures in this presentation refer to fully diluted EPS, unless otherwise stated. As noted above, underlying EPS exclude the dilutive impact of convertible instruments.

Other non-IFRS financial measures that we use include reported ROE, adjusted revenue, administrative services only (“ASO”) premium and deposit equivalents, mutual fund assets and sales, managed fund assets and sales, insurance and health sales, premiums and deposits, adjusted premiums and deposits, assets under management (“AUM”), assets under administration, pre-tax net operating profit margin for MFS, measures based on a currency adjusted basis, financial leverage ratio, dividend payout ratio, impact of foreign exchange, real estate market sensitivities, assumption changes and management actions, value of new business, after-tax profit margin for Group Benefits and effective income tax rate on an underlying net income basis.

Reconciliation of Select Net Income Measures	Q3'18	Q2'18	Q3'17
Common shareholders' reported net income (loss)	567	706	817
Impact of certain hedges that do not qualify for hedge accounting	(1)	1	(6)
Fair value adjustments on share-based payment awards at MFS	(10)	(2)	(19)
Acquisition, integration and restructuring	(11)	(31)	(17)
Net equity market impact	5	9	18
Net interest rate impact	14	(37)	69
Net increases (decrease) in the fair value of real estate	6	36	26
Assumption changes and management actions	(166)	1	103
Common shareholders' underlying net income (loss)	730	729	643

Forward-Looking Statements

From time to time, the Company makes written or oral forward-looking statements within the meaning of certain securities laws, including the “safe harbour” provisions of the United States Private Securities Litigation Reform Act of 1995 and applicable Canadian securities legislation. Forward-looking statements contained in this presentation include statements (i) relating to our strategies, (ii) relating to our growth initiatives and other business objectives, (iii) relating to our expected capital position under the new LICAT guideline, (iv) relating to our expected tax range for future years (v) that are predictive in nature or that depend upon or refer to future events or conditions, (vi) relating to the development of our high net worth insurance business in Asia, (vii) relating to the growth and development of SLF U.S., and (viii) that include words such as “achieve”, “aim”, “ambition”, “anticipate”, “aspiration”, “assumption”, “believe”, “could”, “estimate”, “expect”, “goal”, “initiatives”, “intend”, “may”, “objective”, “outlook”, “plan”, “project”, “seek”, “should”, “strategy”, “strive”, “target”, “will”, and similar expressions. Forward-looking statements include the information concerning our possible or assumed future results of operations. These statements represent our current expectations, estimates, and projections regarding future events and are not historical facts. Forward-looking statements are not a guarantee of future performance and involve risks and uncertainties that are difficult to predict. Future results and shareholder value may differ materially from those expressed in these forward-looking statements due to, among other factors, the matters set out in our interim Management’s Discussion and Analysis for the period ended September 30, 2018 under the headings, C - Profitability - 5 - Income taxes, E - Financial Strength and H - Risk Management and in SLF Inc.’s 2017 Annual Information Form under the heading Risk Factors and the factors detailed in SLF Inc.’s other filings with Canadian and U.S. securities regulators, which are available for review at www.sedar.com and www.sec.gov, respectively.

Risk Factors

Important risk factors that could cause our assumptions and estimates, and expectations and projections to be inaccurate and our actual results or events to differ materially from those expressed in or implied by the forward-looking statements contained in this presentation, are set out below. The realization of our forward-looking statements, essentially depends on our business performance which, in turn, is subject to many risks. Factors that could cause actual results to differ materially from expectations include, but are not limited to: **credit risks** - related to issuers of securities held in our investment portfolio, debtors, structured securities, reinsurers, counterparties, other financial institutions and other entities; **market risks** - related to the performance of equity markets; changes or volatility in interest rates or credit spreads or swap spreads; real estate investments; and fluctuations in foreign currency exchange rates; **insurance risks** - related to policyholder behaviour; mortality experience, morbidity experience and longevity; product design and pricing; the impact of higher-than-expected future expenses; and the availability, cost and effectiveness of reinsurance; **business and strategic risks** - related to global economic and political conditions; the design and implementation of business strategies; changes in distribution channels or Client behaviour including risks relating to market conduct by intermediaries and agents; the impact of competition; the performance of our investments and investment portfolios managed for Clients such as segregated and mutual funds; changes in the legal or regulatory environment, including capital requirements and tax laws; tax matters, including estimates and judgments used in calculating taxes; our international operations, including our joint ventures; market conditions that affect our capital position or ability to raise capital; downgrades in financial strength or credit ratings; and the impact of mergers, acquisitions and divestitures; **operational risks** - related to breaches or failure of information system security and privacy, including cyber-attacks; our ability to attract and retain employees; legal, regulatory compliance and market conduct, including the impact of regulatory inquiries and investigations; the execution and integration of mergers, acquisitions and divestitures; our information technology infrastructure; a failure of information systems and Internet-enabled technology; dependence on third-party relationships, including outsourcing arrangements; business continuity; model errors; information management; the environment, environmental laws and regulations and third-party policies; and **liquidity risks** - the possibility that we will not be able to fund all cash outflow commitments as they fall due.

The Company does not undertake any obligation to update or revise its forward-looking statements to reflect events or circumstances after the date of this presentation or to reflect the occurrence of unanticipated events, except as required by law.

Currency

Unless otherwise noted, all amounts are in Canadian dollars.