Building sustainable shareholder value

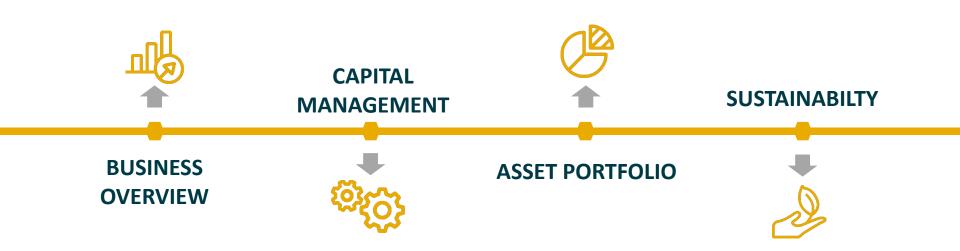
Fourth Quarter, 2018

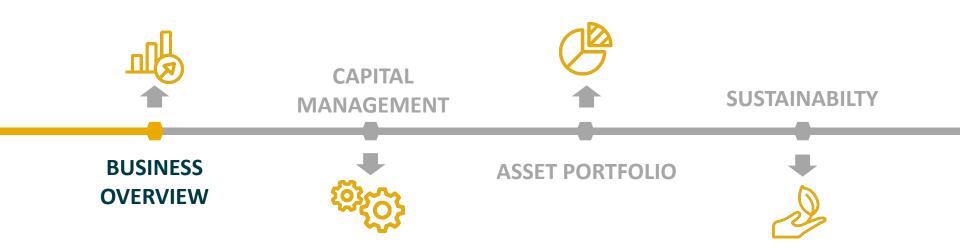


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THE WORLD OF SUN LIFE FINANCIAL

A **\$27 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 December 31, 2018

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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

CONTINUING THE JOURNEY

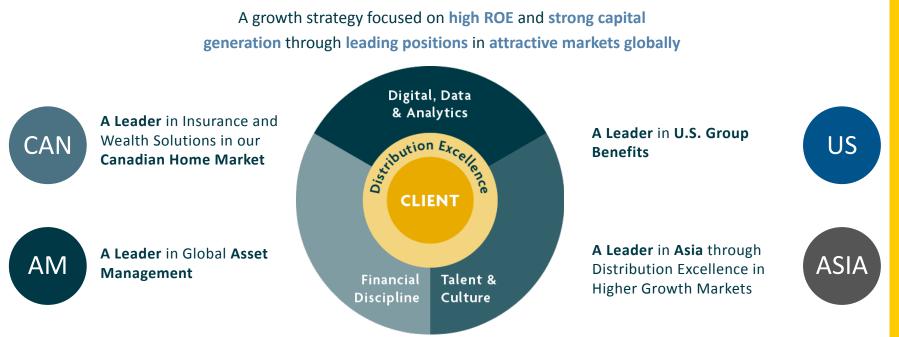


Our ambition is to be ONE OF THE BEST insurance and asset management companies globally



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



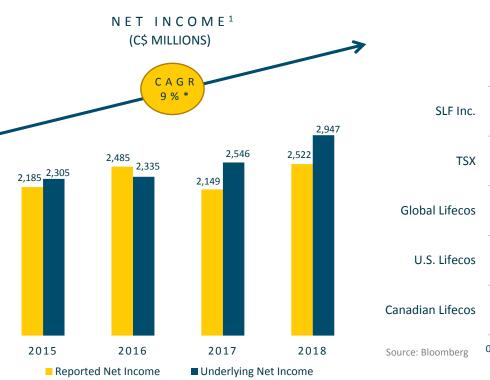
MEDIUM-TERM FINANCIAL OBJECTIVES¹

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

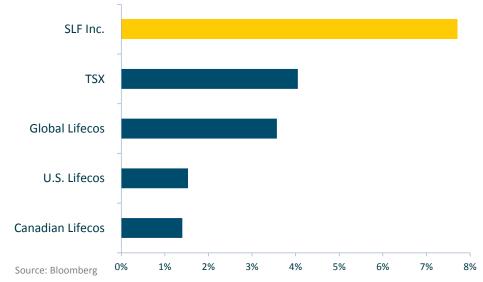
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¹The objectives are forward-looking non-IFRS financial measures based on underlying net income and are not earnings guidance. See "Medium-Term Financial Objectives" in the appendix to these slides.

DELIVERING VALUE TO SHAREHOLDERS



TOTAL SHAREHOLDER RETURN FIVE YEARS AS OF DECEMBER 31, 2018 (ANNUALIZED RETURN)



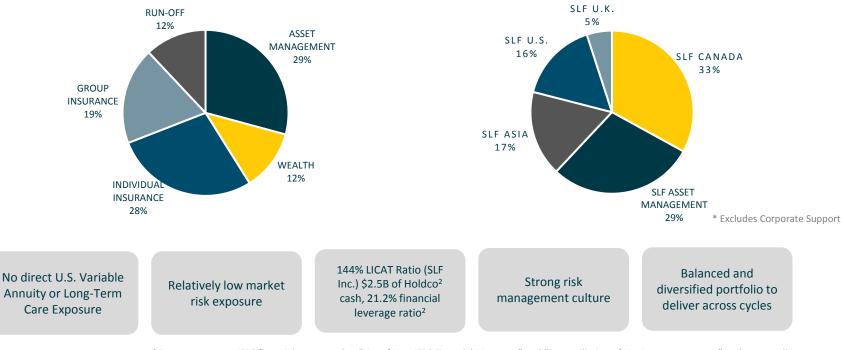
Companies included in these peer groups are listed in the appendix

¹Underlying 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.

BALANCED AND DIVERSIFIED BUSINESS

B U S I N E S S D I V E R S I F I C A T I O N 2018 UNDERLYING NET INCOME^{1*}



GEOGRAPHIC DIVERSIFICATION 2018 UNDERLYING NET INCOME^{1*} Q4

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¹ 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.

² Holdco refers to Sun Life Financial Inc. and its wholly-owned holding companies

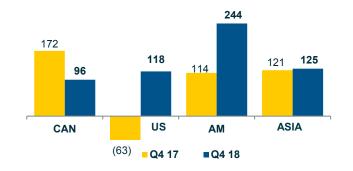
BUSINESS GROUP PERFORMANCE

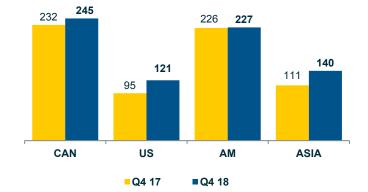
UNDERLYING NET INCOME¹ (C\$ MILLIONS)

Impact of currency increased underlying net income by \$16M

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

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





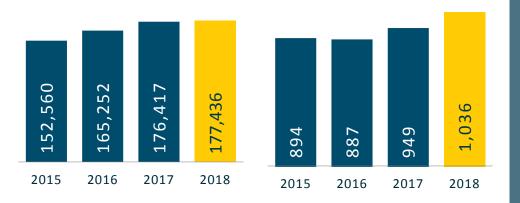
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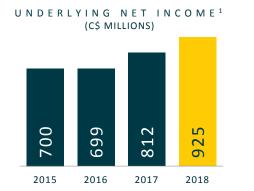
Q4'18 and 2018 HIGHLIGHTS

- Achieved underlying net income exceeding \$1B and reaching leadership position in most markets
- Launched Lumino Health, the first-of-its-kind digital health network for Canadians
- Continued to provide personalized, digital nudges to plan members in Canada; In-plan deposit activity up 24% to over \$900 million in 2018
- Sun Life Global Investments assets under management¹ ("AUM") of \$23 billion
- Maintained #1 position in workplace solutions including reaching over \$97 billion Group Retirement Services AUM
- Group Benefits business in-force of \$10.6 billion



UNDERLYING NET INCOME¹ (C\$ MILLIONS)





Q4'18 and 2018 HIGHLIGHTS

- Announced an agreement to merge our North American real estate investment manager, Bentall Kennedy, with GreenOak Real Estate and take a majority stake in the combined entity²
- Strong investment performance, with 78%, 79% and 94% of MFS's U.S. retail fund assets ranked in the top half of their Lipper categories based on three-, five-, and ten-year performance, respectively
- Pre-tax net operating profit margin ratio for MFS of 38%¹

MFS AUM¹ C\$584 billion

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



¹ 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. ² This statement is a forward-looking statement within the meaning of applicable securities laws. See "Forward-Looking Statements" and "Risk Factors" in the appendix to these slides S

Q4'18 & 2018 HIGHLIGHTS

- Reached a milestone for total Group Benefits sales at US\$1.0 billion for the first time, an increase of 16% over 2017
- Created FullscopeRMS brand in the U.S. to offer our comprehensive suite of capabilities for employee health plans and other insurance providers
- Acquired Maxwell Health, an innovative insurtech start-up with an employee benefits platform that makes benefits and HR administration simple for employers and their employees
- After-tax profit margin for Group Benefits of 6.7%^{1,2}
- SLF U.S.'s stop-loss business achieved 16% yearover-year growth in business-in-force¹, reaching US\$1.6 billion

UNDERLYING NET INCOME¹ AFTER-TAX (US\$ MILLIONS) PROFIT MARGIN FOR GROUP BENEFITS^{1,2}



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 SLF U.S. Group Benefits calculated on underlying net income as a percentage of net premiums on a trailing four quarters basis.

Q4

SLF ASIA: DISTRIBUTION EXCELLENCE IN HIGHER GROWTH MARKETS

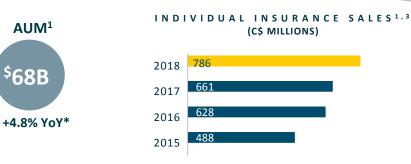
UNDERLYING NET INCOME¹ (C\$ MILLIONS)



Q4'18 & 2018 HIGHLIGHTS

- Completed a strategic investment in Bowtie Life Insurance Company Ltd., the first virtual insurer in Hong Kong approved under the Fast Track process²
- Bancassurance sales in India more than quadrupled in 2018 after establishing our relationship with HDFC Bank Limited, the largest bank in India's private sector
- Hong Kong MPF earned key industry awards that demonstrate we are providing relevant and value-added service to Clients, including:
 - the top ranking in Mercer's latest MPF Provider Satisfaction Rankings
 - the Sun Life Rainbow MPF Scheme was rated #1 by MPF Ratings

INSURANCE & WEALTH





* Year over Year ("YoY")

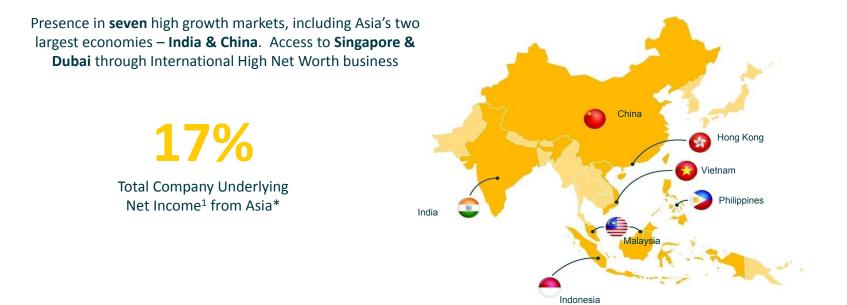
¹ Represents Non-IFRS financial measures. See "Use of Non-IFRS Financial Measures" and "Reconciliation of Net Income measures" in the appendix to these slides.

Life's brighter under the sun and operating solely digital distribution channels.

³ Sales from joint ventures are based on our proportionate equity interest

INTERNATIONAL

Q4

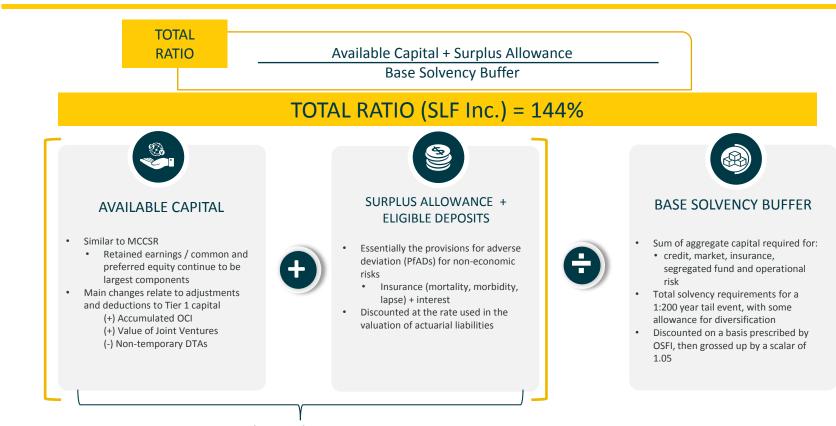


* Based on Full Year 2018; excluding Corporate Support. SLF Asia underlying net income includes the results of International.

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.



OVERVIEW OF LICAT CAPITAL FRAMEWORK



Q4

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Total Capital Resources

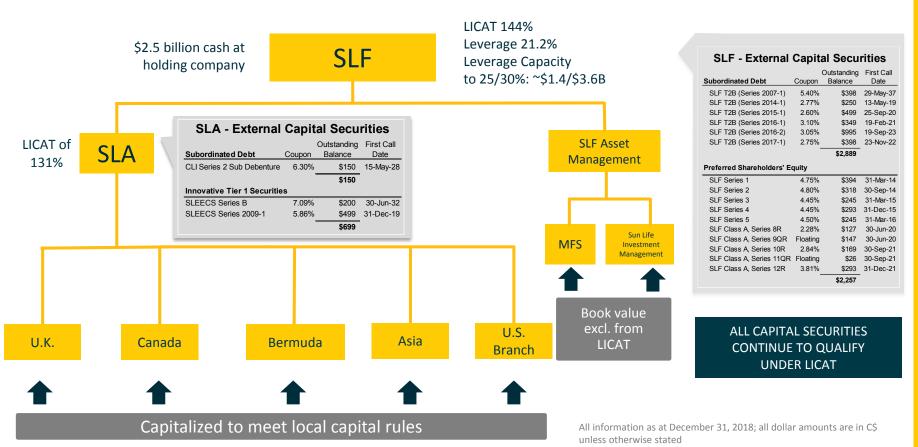
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CAPITAL GENERATION PROVIDES GOOD CAPITAL FLEXIBILITY



- 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



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Q4

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STRONG OPERATING AND FINANCIAL LEVERAGE

	Operating Leverage Debt (C\$ millions)	Q4 2018
	Debt supporting reserve financing	
Operating Leverage	Senior Debt	599
Levelage	Bilateral Senior Financing ¹	2,066
	Total Operating Leverage Debt	2,665
	Capital (C\$ millions)	Q4 2018
Tier 2	Subordinated Debt	3,039
Tior 1	SLEECS (Innovative Tier 1 Securities)	699
Tier 1	Preferred Shareholders' Equity	2,257
	Total Capital Securities	5,995
Tier 1	Common Shareholders' Equity and Par ²	22,313
	Total Capital	28,308
	Financial Leverage Ratio ³ , %	21.2%

¹ As of December 31, 2018 as disclosed in SLF Inc.'s 2018 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.

Q4

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Capital Metrics and Targets	MCCSR	LICAT	
Total Ratio	Available Capital 	Available Capital + Surplus Allowance (SA) + Eligible Deposits (ED) Base Solvency Buffer	
Tier 1 Ratio (MCCSR)/ Core Ratio (LICAT)	Tier 1 Available Capital Required Capital	Tier 1 Available Capital + 70% x (SA + ED) 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

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Q4

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 acro risks (subject to 20% limit); Participating account separate	

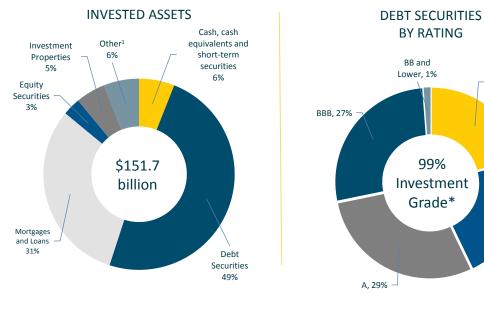
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* BBB and higher

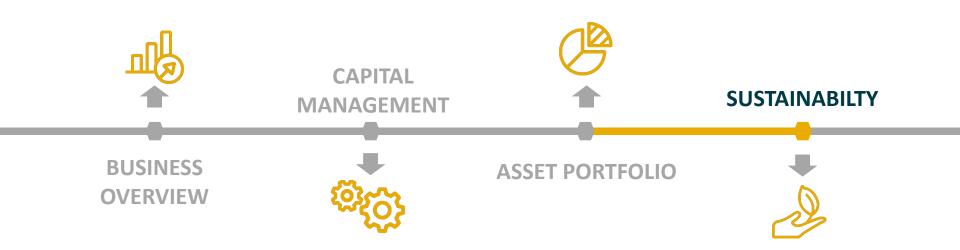
AAA, 21%

AA, 22%

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

¹ Consists of: Other invested assets (3%), Policy loans (2%), Derivative assets (1%) for both 2018 and 2017.



SUSTAINABILITY PRINCIPLES AND HIGHLIGHTS



Governance & Risk Management

Community Wellness

Organizational Resilience

Environmental Responsibility

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In this presentation, Sun Life Financial Inc., ("SLF Inc.") 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 "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 Q4 2018 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 Measures.

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 that differ from our best estimate assumptions, which include: (i) impact of returns in equity markets, net of hedging, 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 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 of neuron insurance contracts and investment contracts and investment 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 costs (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, adjusted premiums and deposits, assets under management ("AUM"), assets under administration, pre-tax net operating profit margin ratio 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 SLF U.S. Group Benefits and effective income tax rate on an underlying net income basis.

Reconciliation of Select Net Income Measures		Q3'18	Q4'17
Common shareholders' reported net income (loss)		567	207
Impact of certain hedges that do not qualify for hedge accounting	(1)	(1)	2
Fair value adjustments on share-based payment awards at MFS	28	(10)	(34)
Acquisition, integration and restructuring	(25)	(11)	(60)
U.S. tax reform	-	-	(251)
Net equity market impact	(143)	5	19
Net interest rate impact	(41)	14	(110)
Net increases (decrease) in the fair value of real estate	31	6	34
Assumption changes and management actions		(166)	(34)
Common shareholders' underlying net income (loss)		730	641

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 growth initiatives and other business objectives, (iii) relating to the expected impact of the U.S. tax reform on the Company's tax sepense, (iv) relating to word synthesis and our acquisition of a majority stake in the combined entity, (v) relating to our growth initiatives and other business objectives, 'outlow', "plan", "project", "seek", "should", "stategy", "strive", "strive",

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 if or implied by the 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 mose extractions include, but are not limited to: credit risks - related to be performance of equity markets; changes or volatility in interest rates or swap spreads; real estate investment portfolio, debtors, structured securities, held in our investment portfolio, debtors, structured securities, held 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 related to global economic and political conditions; the design and implementation of business are strategies; changes in distribution channels or Client behaviour including risks related to global economic and political conditions; the design and implementation of business and regulatory environment, including capital requirements and tax laws; the environment, environment, including capital requirements and tax laws; the environment, environment, including estimates and judgments used in calculating taxes; our international operations, including our joint ventures; market conditions system security and privacy, including cyber-attacks; our ability to taract and retain employees; legal, regulatory eomploace and market conduction system security relationships, including outsets and integration of mergers, acquisitions, strategic investments and divestitures; operational risks - related to berach

The following risk factors are related to the merger of Bentall Kennedy and GreenOak and our acquisition of a majority stake in the combined entity that could have a material adverse effect on our forward-looking statements: (1) the ability of the parties to complete the transaction; (2) failure of the parties to obtain necessary consents and approvals or to otherwise satisfy the conditions to the completion of the transaction in a timely manner, or at all; (3) our ability to realize the financial and strategic benefits of the transaction; (4) failure to effectively or efficiently reorganize the operations of Bentall Kennedy and GreenOak after the transaction has closed; and (5) the impact of the announcement of the transaction and the dedication of the Company's resources to completing the transaction on Bentall Kennedy and GreenOak. These risks all could have a material adverse effect on our current and future operations, financial conditions and prospective employees. Clients, distributors and partners) and could have a material adverse effect on our current and future operations.

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.

Peer Groups included in TSR chart

Canadian Lifecos – Manulife Financial Corporation, Great-West Life & Industrial Alliance; U.S. Insurers – Hartford Financial Services Group, Lincoln National Corporation, MetLife Inc., Principal Financial Group, Inc., Prudential Financial, Inc., Unum Group & Voya; Global Lifecos – All Canadian & U.S. Lifecos., AXA SA, Prudential PLC, Allianz SE, Aviva PLC, Zurich Insurance Group, Assicurazioni Generali SpA, AIA Group Ltd., China Life Insurance Group