

Forward-looking statements

Certain statements in the presentations prepared for the Sun Life Financial Investor Day 2016 held on October 20, 2016 and certain oral statements made by senior management at the Sun Life Financial Investor Day 2016 (collectively, the "Investor Day presentations"), including, but not limited to, statements relating to 2020 Targets of Sun life Financial Inc. (the "Company") and Sun Life Investment Management, and other statements that are not historical facts, are forward-looking and are subject to inherent risks, uncertainties and assumptions. The results or events predicted in these forward-looking statements may differ materially from actual results or events and we cannot guarantee that any forward-looking statement will materialize. The forward-looking statements are made as of October 20, 2016. Except as may be required by Canadian securities laws, we do not undertake any obligation to update or revise any forward-looking statements made in the Investor Day presentations.

Non-IFRS Financial Measures

The Company prepares its financial statements in accordance with international financial reporting standards ("IFRS"). The Investor Day presentations include financial measures that are not based on IFRS ("non-IFRS financial measures"). The Company believes that these non-IFRS financial measures provide information that is useful to investors in understanding the Company's performance and facilitate a comparison of the quarterly and full year results of the Company's ongoing operations. These non-IFRS financial measures do not have any standardized meaning, may not be comparable with similar measures used by other companies and should not be viewed as an alternative to measures of financial performance determined in accordance with IFRS.

Financial Objectives

The financial objectives referred to in the Investor Day presentations are forward-looking non-IFRS financial measures and are not guidance.

Additional Information

Additional information concerning forward-looking statements, non-IFRS financial measures and the Company's financial objectives is included in the slides under the headings "Forward-looking statements" and "Use of Non-IFRS Financial Measures" which is included in the Appendix of the Investor Day presentation.

Unless otherwise indicated, all figures are in Canadian dollars

During the second quarter of 2016, a client of our wholly-owned subsidiary Bentall Kennedy exercised its right to acquire certain wholly-owned subsidiaries involved in the management of its assets, which will end this relationship with Bentall Kennedy. The transfer of the assets is expected to be completed in the first quarter of 2017, and as at June 30, 2016, assets of \$9 billion related to British Columbia Investment Management Corporation ("bcIMC") are not reported in Sun Life Investment Management's AUM.









AGENDA

10:00 a.m. – 12:00 p.m.

Steve Peacher

President, Sun Life **Investment Management**

Carl Bang

President, Sun Life Institutional Investments (Canada) Inc.

Sean McShea
President, Ryan Labs Asset Management

Don McDonald
CEO, Prime Advisors

Gary Whitelaw

CEO, Bentall Kennedy Group













A STRATEGY FOCUSING ON GROWTH, HIGHER ROE, AND LESS VOLATILE BUSINESSES

A \$26 billion⁽¹⁾ leading, international financial services provider... operating through a balanced and diversified model... focused on creating shareholder value now and in the future



COMPLEMENTARY ASSET MANAGEMENT OPERATIONS

SUN LIFE FINANCIAL ASSET MANAGEMENT



MFS AUM C\$549 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\$49 billion













- Private asset classes and customized solutions
- Alternative yield strategies
 - Private debt
 - Commercial mortgages
 - Direct real estate
- Liability-driven investment strategies

AUM as of June 30, 2016



WELL-POSITIONED FOR STRONG GROWTH

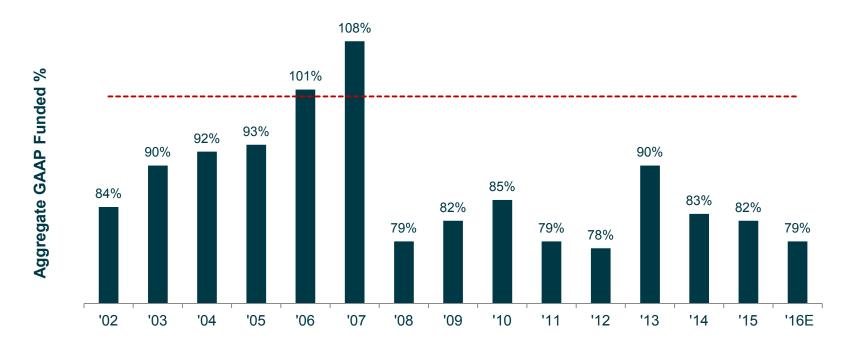
- **Institutional demand** for liability-driven investing, alternative fixed income and real estate is strong and growing
- Sun Life Investment Management is **well-positioned** to capitalize on trends to increase AUM and expand margins
- **Leveraging capabilities** across the Sun Life Investment Management group of companies to accelerate growth
- Sun Life is **recognized** as a good **owner of asset managers**





CHALLENGING TIMES FOR PENSION FUNDS

Historical Funded Status of U.S. Corporate DB plans



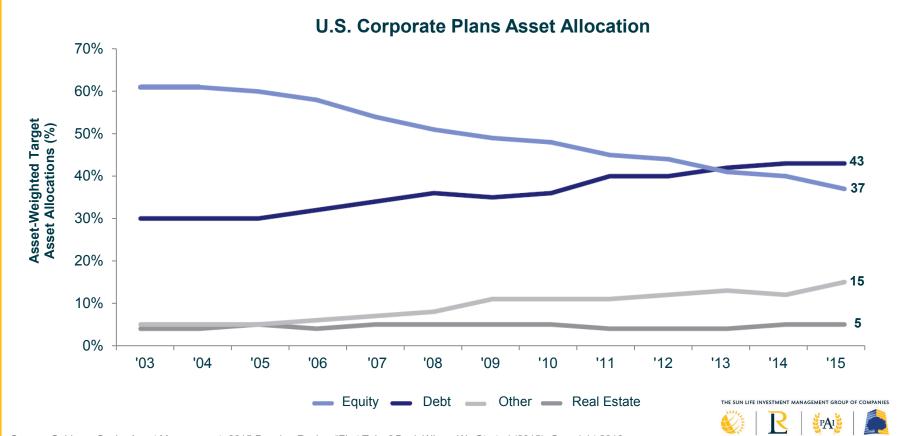




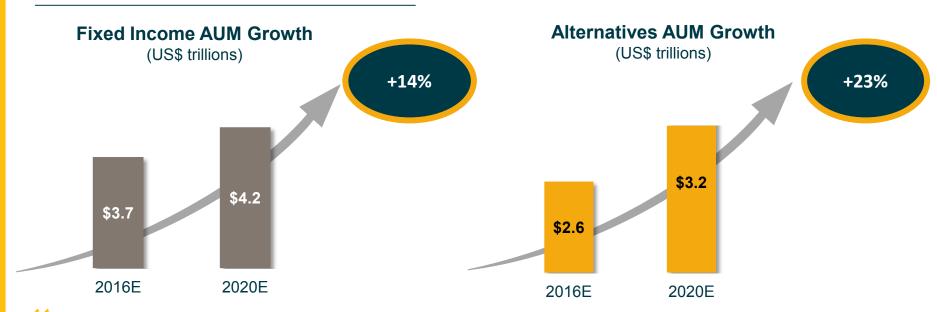




INCREASED ALLOCATIONS TO FIXED INCOME



GROWING DEMAND AMONG NORTH AMERICAN INSTITUTIONAL INVESTORS



The persistent asset-liability gap for public DB plans...is driving larger allocations to alternatives in an effort to chase alpha. Indeed, institutional investors across all channels are increasingly turning to solutions (including multi-asset and LDI) and alternatives to help them match assets and liabilities and as a part of a focus on absolute return rather than relative return.

-The Asset Management Industry: Outcomes are the new Alpha McKinsey & Co.









WELL-DIVERSIFIED ASSET MANAGERS POSITIONED FOR GROWTH

PHILOSOPHY

Institutions should invest their assets in a customized manner aligned specifically with the profile of their liabilities, and portfolios should include alternative asset classes that can enhance return and diversification without adding undue risk.

SUN LIFE INVESTMENT MANAGEMENT LIABILITY-DRIVEN INVESTING AND ALTERNATIVE YIELD STRATEGIES



SUN LIFE INSTITUTIONAL INVESTMENTS (CANADA) INC.*

Canadian third-party asset management business launched in 2014

Offers private asset class funds and liability-driven investing strategies

AUM: \$2 billion



RYAN LABS ASSET MANAGEMENT

Established U.S. asset management firm. Acquired April 2, 2015

Offers liability-driven investing and total return fixed income strategies

AUM: \$8 billion



PRIME ADVISORS, INC.

U.S. insurance asset management firm. Acquired July 31, 2015

Offers customized fixed income portfolios

AUM: \$18 billion



Bentall Kennedy

B E N T A L L K E N N E D Y

North American real estate investment management firm. Acquired September 1, 2015

Offers investment advisory, property development and management services

AUM: \$21 billion

THE SUN LIFE INVESTMENT MANAGEMENT GROUP OF COMPANIES





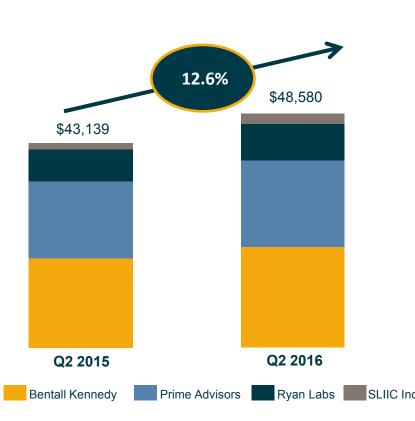




AUM figures as at June 30, 2016 and presented in Canadian dollars.

* Formerly Sun Life Investment Management Inc.

A SUCCESSFUL FOUNDATION ON WHICH TO BUILD



Strong Achievements Over the Past Twelve Months:

- Client Retention
- Strong Investment Performance
- **Employee Retention**
- AUM Growth of over \$5 billion

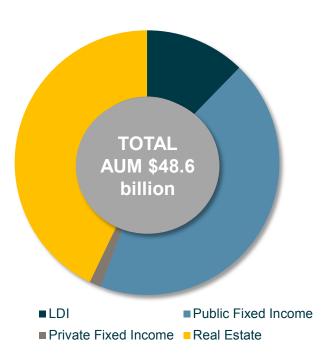






A DIVERSIFIED ASSET AND CLIENT BASE

Assets Under Management(1)



Client Mandates











POSITIONED FOR ASSET GROWTH AND MARGIN IMPROVEMENT

TARGET 100



Target

Current

AUM

\$100 billion of AUM and 20+% operating margin by 2020









OPPORTUNITY TO CAPTURE A GROWING MARKET

Investment Performance Client Satisfaction AUM Growth Profitability



EXCEEDING CLIENT EXPECTATIONS

- Continued strong investment performance
- Outstanding client service



EMPHASIZING TALENT & CULTURE

- Experienced, creative employees with a positive attitude
- Culture of collaboration and communication



DEVELOPING NEW INVESTMENT SOLUTIONS

- Develop new product set designed to meet client needs
- Expand capacity of current capabilities



EXPANDINGDISTRIBUTION

- Invest in distribution & consultant relations resources
- Effective coordination of sales activity across SLIM

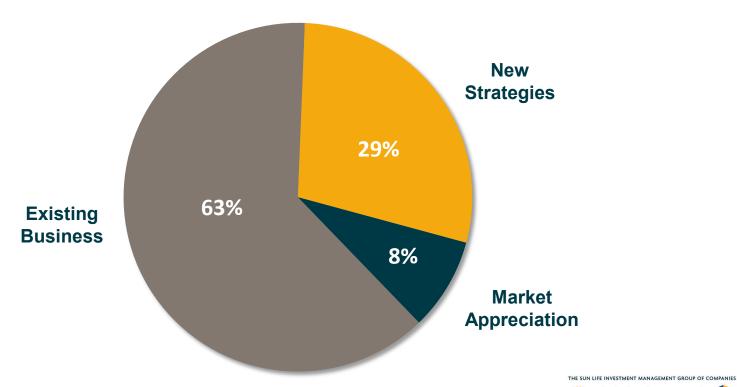








LEVERAGING OPPORTUNITIES TO ACHIEVE TARGET 100





PRESIDENT, SUN LIFE INSTITUTIONAL INVESTMENTS (CANADA) INC.











DESIGN AND DELIVER INVESTMENT SOLUTIONS FOR LIVER TY BASED INSTITUTIONAL INVESTORS

Specializing in managing private asset class and liability-driven investing strategies

- Experience of over 200 investment professionals
- Long-standing experience in asset-liability management, private asset classes, public fixed income, and derivatives markets

Leveraging capabilities to help clients achieve their investment goals

- Mature and consistent investment processes overseen by long-tenured, highly qualified teams
- Well established risk management, governance and investment processes that are required by institutional investors









PROVEN INVESTMENT EXPERIENCE

Investment team	Size of team	Average tenure of management team at SLF
Private fixed income	46	15
Real estate	20	20
Commercial mortgages	48	23
Derivatives	17	12
Public bonds	17	11
Credit Research	12	13
Asia Investment Operations	32	6
Investment strategy	15	14

Sun Life Assurance Company of Canada General Account invested assets as of June 30, 2016 \$15.9 \$26.7 \$141.4 \$71.8 billion \$15.1 \$6.5 ■ Public fixed income ■ Equity

THE SUN LIFE INVESTMENT MANAGEMENT GROUP OF COMPANIES

Cash and other



Real estate

■ Private fixed income



■ Mortgages





PROVIDING A FULL RANGE OF INVESTMENT SOLUTIONS

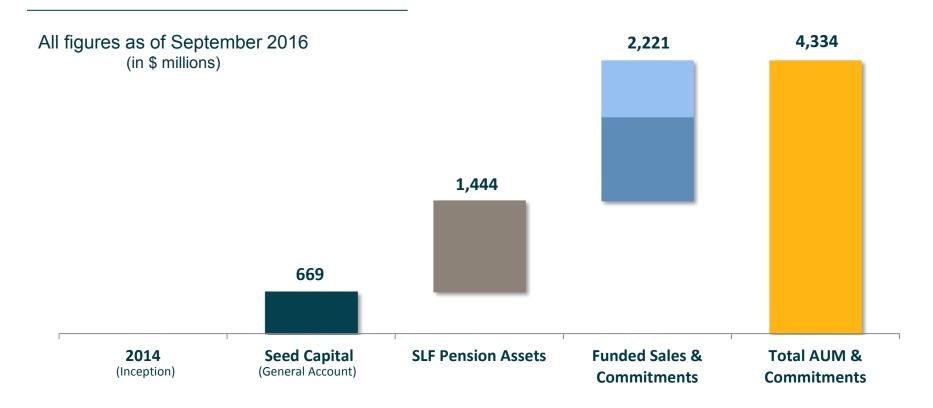








INCREASING ASSETS UNDER MANAGEMENT









ESTABLISHING STRONG INVESTMENT TRACK RECORD

Private Fixed IncomeInvestment Performance



- Sun Life Private Fixed Income Plus Fund
- FTSE TMX Canada All Corporate Bond Index

Commercial Mortgage Fund Investment Performance



- Sun Life Canadian Commercial Mortgage Fund
- Benchmark









OPPORTUNITY TO CAPTURE A GROWING MARKET



EXCEEDING CLIENT EXPECTATIONS

- Consistently outperform the benchmark
- Deliver a superior client experience through strong relationships and innovative products



EMPHASIZING TALENT & CULTURE

Grow high-performing team to support growth, product innovation and service commitments



DEVELOPING NEV INVESTMENT SOLUTIONS

- Sun Life Short Term Private Fixed Income Plus Fund
- Daily Valued Core Plus Fund
- Daily Valued Long Term Core Plus Fund



EXPANDINGDISTRIBUTION

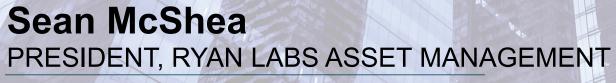
- Coordinate sales efforts with Bentall Kennedy
- Deepen regional distribution model in Canada























Outperformed the market over the last 14 years ⁽¹⁾

- Active fixed income manager since 1988
- 25 professionals based in New York City
- Repeatable investment process to capture a risk premium
- Consistent returns over market cycles with high information ratios

A leader in custom liability indexes

- Speciality manager in liability-driven investments
- First to manage a bond portfolio versus a Custom Liability Index
- Risk management for liability-driven investments

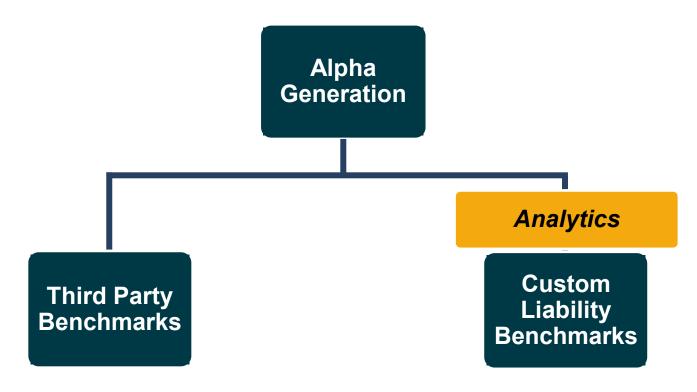








DELIVER SOLUTIONS CATERED TO CLIENT NEEDS





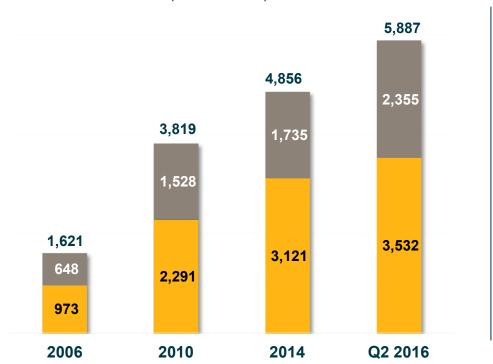




GROWING ASSETS UNDER MANAGEMENT

Assets Under Management

(US\$ millions)



Liability-Driven Investing

■Traditional Fixed Income

- First quartile ranking in investment grade total return strategies
- Active total return strategies attract institutional investors with short and intermediate assignments
- Liability-driven investing trends drive AUM growth for the last ten years



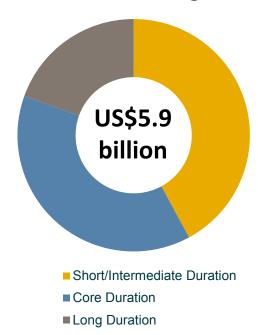




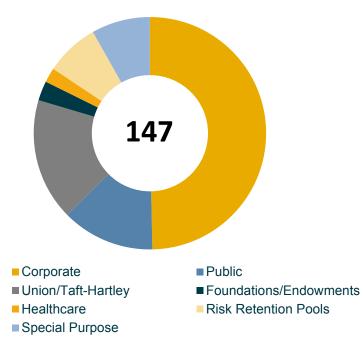


DIVERSIFIED BY CLIENT AND OBJECTIVE

Assets Under Management



Client Accounts











RYAN LABS VALUE PROPOSITION: ACTIVE FIXED INCOME MANAGEMENT



PROVEN INVESTMENT PERFORMANCE

Core Fixed Income vs. Barclays U.S. Aggregate

Strategy	3 YR	5 YR	10 YR
Core Fixed Income Returns	4.88%	4.58%	6.25%
Outperformance vs. Index	0.82%	0.82%	1.12%
Return Quartile Rankings	1st	1st	1st
Information Ratio Quartile Rankings	1st	1st	1st







OPPORTUNITY TO CAPTURE A GROWING MARKET



EXCEEDING CLIENT EXPECTATIONS

- Maintain net performance over benchmark
- Leverage liability-driven investing framework
- Provide customized Solutions



EMPHASIZING TALENT & CULTURE

- Protect investment culture
 - Contrarian approach
 - > Flat team structure



DEVELOPING NEW INVESTMENT SOLUTIONS

- Launch derivative overlay
- Expand short duration strategies



EXPANDINGDISTRIBUTION

- Focus on hospitals
- Outsourced Chief Investment Officer (Pensions, Endowments)























Experience maximizing yield for fixed income portfolios

- Specializing in managing investment grade bond portfolios for the insurance industry
- 48 professionals based in Redmond, WA and Windsor, CT
- Extensive experience in managing assets and providing investment-related services

Focus on preserving, growing surplus and avoiding concentrated risks

- Tailored to fit within company investment guidelines and matched with customized benchmarks
- Disciplined approach linked to clients' financial goals and objectives
- Steady history of strong investment returns

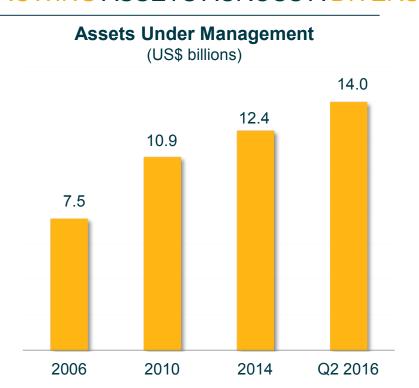








GROWING ASSETS ACROSS A DIVERSIFIED CLIENT BASE





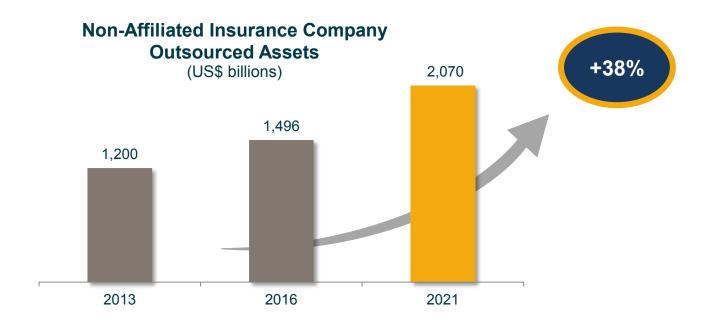








INSURANCE OUTSOURCING TRENDS ARE EXPECTED TO CONTINUE



Outsourced non-affiliated insurance general account assets are expected to grow over US\$500 billion in the next 5 years.

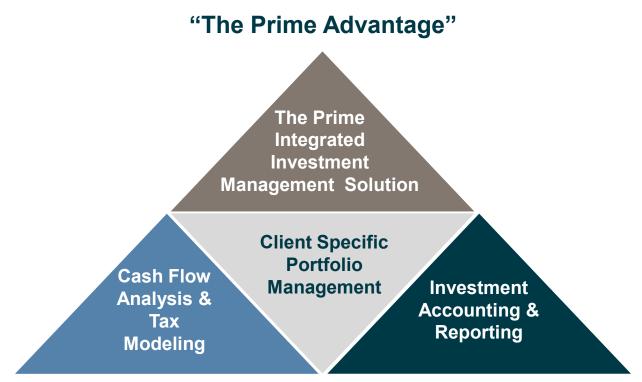








A DISCIPLINED APPROACH TO WORKING WITH OUR CLIENTS









BRINGING BROAD KNOWLEDGE AND EXPERIENCE TO CLIENTS

PORTFOLIO MANAGERS

Senior Portfolio Strategist Investment background

Senior Investment Strategist Actuarial & Insurance background



Prime Advisors, Inc. Client

Advantages of the Team Approach

- Insurance and market experience
- Efficient strategy execution
- Customized investment strategy
- Client satisfaction









CUSTOMIZED PORTFOLIOS TO ACHIEVE RETURNS AND MANAGE RISKS





Managing beyond performance to meet clients' unique needs:

- Yield, income, or total return focus
- Tax status of clients (after-tax and/or pre-tax returns)
- Interest rate (duration) risk
- Credit risk
- Liquidity needs









OPPORTUNITY TO CAPTURE A GROWING MARKET



EXCEEDING CLIENT EXPECTATIONS

- Maintain strong investment performance
- Total client satisfaction



EMPHASIZING TALENT & CULTURE

- Maintain distinct client service model
- Maintain incentives to retain, incent and recruit top employees



DEVELOPING NEW INVESTMENT SOLUTIONS

- Dividend equity
- Real Estate
- Private Fixed Income



EXPANDINGDISTRIBUTION

- Develop total asset management solution for insurance company clients
- Continue to build on reputation as client focused asset manager













Premier name in Canadian real estate with wellestablished U.S. position

- One of North America's largest real estate investment advisors
- Integrated North American platform with extensive property expertise
 - 1,000 employees in 12 offices across North America
- Significant senior management experience and tenure

Strong capabilities to capitalize on industry trends

- Specialized real estate expertise Investment Management and Real Estate Services
- Quality buildings of enduring value
- Recognized as a global ESG leader⁽¹⁾
- Strong institutional demand and increased allocations to real estate









WELL-POSITIONED TO BENEFIT FROM INCREASED ALLOCATIONS TO REAL ESTATE

84% | 53% | 35%

Investors that expect to increase or maintain their private real estate allocations in the longer-term⁽¹⁾ Investors that are below their strategic targets for real estate⁽¹⁾

Forecasted growth of investor demand for global real estate from 2015-2019⁽²⁾

Pregin Investor Interviews of Institutional Investors, December 2015

(2) Casey Quirk Global Demand Model, Simfund, eVestment, Casey Quirk analysis. Increase from US\$2.5 trillion to US\$3.4 trillion. Compound annual growth rate of 8%.





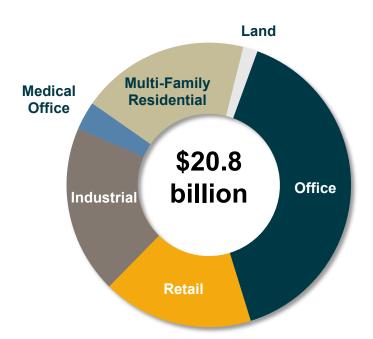






BROAD AND DIVERSIFIED ASSET MIX WITH A GLOBAL CLIENT BASE

AUM by Asset Type (1)



Select Bentall Kennedy Clients

- AustralianSuper
- CalPERS
- Canada Post Pension Plan
- Canadian General Electric
- Clients of Morgan Stanley
- CPPIB
- Government of Newfoundland and Labrador
- Healthcare of Ontario Pension Plan
- Hewlett Packard Pension Plans
- New York State Teachers Retirement System
- PGGM
- Saskatchewan Healthcare Employees' Pension Plan
- State of Michigan Retirement System
- University of British Columbia Faculty
- Vancouver Foundation
- Warba Bank









TOP-TIER COMMERCIAL ASSETS IN HIGHLY LIQUID MAJOR MARKETS

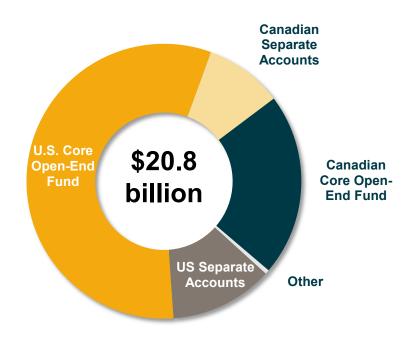
U.S. Core Open-End Fund vs. Benchmark Returns



Canadian Core Open-End Fund vs. Target Returns



AUM by Product Type (2)



THE SUN LIFE INVESTMENT MANAGEM









⁽¹⁾ ODCE = Open End Diversified Core Equity Index

⁽²⁾ AUM as of June 30,2016

BENTALL KENNEDY VALUE PROPOSITION: INVEST SOUNDLY + SUSTAINABLY

Exceptional client service and fiduciary culture Reliable and stable returns – driven by research-led strategies focused on fundamentals 3 Global leadership in sustainable investing Active real estate management – leverages our cross-platform experience in development, construction, and property management 5 High performing and deeply engaged employees







OPPORTUNITY TO CAPTURE A GROWING MARKET



EXCEEDING CLIENT EXPECTATIONS

- Deliver superior investment performance
- Be a great Fiduciary
- Create alpha through active asset management



EMPHASIZING TALENT & CULTURE

- Build upon the engaged and experienced teams
- Attract top tier millennial talent
- Emphasize development and career growth



DEVELOPING NEW INVESTMENT SOLUTIONS

- Closed End fund strategies
- Daily-Valued products for DC and Target Date platforms
- Leverage SLF mortgage expertise
- Multi-asset class solutions



EXPANDINGDISTRIBUTION

- U.S. and International client teams
- Coordinate client relations with SLIM affiliates
- Augment investment strategies for current and new clients











WHAT DOES SUN LIFE BRING?



Co-investment

Distribution

Stability









WELL-POSITIONED FOR STRONG GROWTH

- **Institutional demand** for liability-driven investing, alternative fixed income and real estate is strong and growing
- Sun Life Investment Management is **well-positioned** to capitalize on trends to increase AUM and expand margins
- **Leveraging capabilities** across the Sun Life Investment Management group of companies to accelerate growth
- Sun Life is **recognized** as a good **owner of asset managers**



In this presentation, Sun Life Financial Inc. and its subsidiaries, joint ventures and associates are referred to as "we", "us", "our" and the "Company".

Use of Non-IFRS Financial Measures

The Company prepares its financial statements in accordance with international financial reporting standards ("IFRS"). We report certain financial measures that are not prepared in accordance with IFRS ("non-IFRS financial measures"), as we believe that these measures 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.

Material assumptions and risk factors

The Company's 2020 Targets do not constitute guidance. Our ability to achieve our 2020 Targets is dependent on the Company's success in achieving the growth initiatives and 7 business objectives as described in the Investor Day presentations and on certain other key assumptions that include:

- i. a modest increase in interest rates, broadly in line with the forward yield curve;
- ii. average real estate market growth, in-line with long term experience;
- iii. credit experience in-line within long term experience;
- iv. no significant changes in regulatory requirements;
- v. no significant changes to our effective tax rate; and
- vi. no material accounting standard changes.

Our 2020 Targets do not reflect the indirect effects of interest rate and real estate market movements including the potential impacts on goodwill or the current valuation allowance on deferred tax assets as well as other items that may be non-operational in nature.

Important risk factors that could cause our assumptions and estimates 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 the Investor Day presentations, including our financial objectives, are listed below. These risks include, but are not limited to: **business risks** - economic and geo-political risks; risks in implementing business strategies; changes in legislation and regulations, including capital requirements and tax laws; the inability to maintain strong distribution channels and consultant relationships, the impact of competition; and; risks relating to estimates and judgments used in calculating taxes; the impact of mergers, acquisitions and divestitures; the ineffectiveness of risk management policies and procedures; **market, credit and liquidity risks** - the performance of real estate markets; credit risks related to issuers of securities held in Funds and client segregated accounts, debtors, structured securities, reinsurers, derivative counterparties, other financial institutions and other entities; changes or volatility in interest rates or credit spreads or swap spreads; fluctuations in foreign currency exchange rates; risks relating to real estate investments; risks related to market liquidity; **operational risks** - breaches or failure of information system security and privacy, including cyber terrorism; risks relating to SLF's information technology infrastructure; failure of information systems and Internet-enabled technology; the ability to attract and retain employees; legal and regulatory proceedings, including inquiries and investigations; risks relating to financial modelling errors; business continuity risks; dependence on third-party relationships, including outsourcing arrangements; and risks relating to the environment, environmental laws and regulations and third-party policies.







Forward-Looking Statements

This presentation includes 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 relating to targeted assets under management and margin, statements that are predictive in nature or that depend upon or refer to future events or conditions, and statements that include words such as "aim", "anticipate", "assumption", "believe", "could", "estimate", "expect", "goal", "initatives", "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 forward-looking statements due to, among other factors, the matters set out in the Company's MD&A for the year ended December 31, 2015 and for the quarter ended June 30, 2016 under the heading "Forward-looking Statements" and in the risk factors set out in the Company's annual information form for the year ended December 31, 2015 (our "AIF") under the heading "Risk Factors" and other factors detailed in the Company's annual and interim financial statements and any other fillings with Canadian and U.S. securities regulators made available at www.secdar.com and www.sec.gov.

The forward-looking statements contained in this presentation describe our expectations, estimates and projected future events as at the date of this presentation. Except as may be required by Canadian securities laws, we do not undertake any obligation to update or revise any forward-looking statements contained in this presentation. The forward-looking statements do not reflect the potential impact of any non-recurring or other special items or of any dispositions, mergers, acquisitions, other business combinations or other transactions that may be announced or that may occur after the date of this presentation. If any non-recurring or other special item or any transaction should occur, the financial impact could be complex and the effect on our operations or results would depend on the facts particular to such item and we cannot describe the expected impact in a meaningful way or in the same way we could present known risks affecting our business.

Forward-looking statements are presented for the purpose of assisting investors and others in understanding our expected financial position and results of operations as at the date of this presentation, as well as our objectives, strategic priorities and business outlook, and in obtaining a better understanding of our anticipated operating environment. Readers are cautioned that such forward-looking statements may not be appropriate for other purposes.

Performance Measures

Past investment performance and fund returns in this presentation are not indicative of future returns.

For Sun Life Institutional Investments (Canada) Inc., returns shown are net of fund expenses and gross of management fees. Applicable management fees paid directly to Sun Life Institutional Investments (Canada) Inc. should be considered when assessing net performance. Since Inception date is March 31, 2014 (PFI+ Fund) and February 28, 2014 (Canadian Commercial Mortgages).

For Ryan Labs Asset Management, gross of fees returns are presented and calculated gross of management and custodial fees, and gross of taxes on dividends and interest, and net of transaction costs. Ryan Labs claim GIPS compliance ending 12/31/2015.

For Prime Advisors, Inc., gross of fees returns are calculated gross of management and custodial fees and net transaction costs, and gross of all withholding taxes on foreign dividends. Returns will be reduced by advisory fees and other expenses. Prime Advisors, Inc. claims compliance with GIPS standards.





