

Sun Life International launches a new public website

- Available in English, Spanish, Traditional Chinese and Simplified Chinese
- Mobile-friendly site, built on modern technology solution
- Easy-to-use navigation, direct access to broker portals
- In line with the new branding of Sun Life's global High Net Worth business

HAMILTON, Bermuda – (October 18, 2021) – Sun Life International announced today the launch of a [new public website](#).

The new website, which retains the URL of the existing web portal, is built using a new Content Management System, and offers advanced functionality and improved user experience. The site content presents the company, its history and mission to a broad circle of business audiences – brokers, private bankers, media reporters, regulators, as well as current and potential Clients.

"We are pleased to present our new public website today," said Donna Cotter, CEO of Sun Life International. "Built completely in-house, the site lets us tell the story of our brand and share our mission of helping High Net Worth Clients around the world achieve lifetime financial security."

The new site features clean open-space pages with relevant imagery, easy-to-navigate menu, a Newsroom with recent news announcements and a new company video. Authorized users get an easy direct access to Life solutions and Wealth solutions portals.

"We serve Clients in over 80 countries around the world," said Michael Grob, Chief High Net Worth Officer, Sun Life International. "It is of utmost importance for a business of our size to have a modern, informative website in various languages. We are confident that our distribution partners and Clients around the world will appreciate the opportunity to view our content in their native language – Traditional Chinese, Simplified Chinese and Spanish."

The new website launch is a new step on the journey to modernize the brand and promote Sun Life as a global leader in High Net Worth life insurance markets.

About Sun Life

Sun Life is a leading international financial services organization providing insurance, wealth, and asset management solutions to individual and corporate Clients. Sun Life has operations in a number of markets worldwide, including Canada, the United States, the United

Kingdom, Ireland, Hong Kong, the Philippines, Japan, Indonesia, China, Australia, Singapore, Vietnam, Malaysia and Bermuda. As of June 30, 2021, Sun Life had total assets under management of C\$1.36 trillion. For more information, please visit www.sunlife.com

Sun Life Financial Inc. trades on the Toronto (TSX), New York (NYSE) and Philippine (PSE) stock exchanges under the ticker symbol SLF.

About Sun Life International

Sun Life International is the Bermuda-based unit of Sun Life that focuses on high-net-worth (HNW) life and wealth solutions for families in Asia, Latin America, the Middle East, and Africa. As a pioneer in the international market, Sun Life Financial International has delivered innovative and creative solutions since 1996, which help HNW families and business owners protect their wealth, fund their business succession plans, and help future generations succeed. For more information, please visit <https://www.sunlife.com/international>.

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SLB 3326 1021 Exp. 1023