



# Navigating the future of wealth planning in post-pandemic Asia



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to such a magnitude of wealth can easily lead to dangerous excesses such as lifestyle, lack of financial discipline, sense of entitlement and a lack of purpose. Hence, family governance frameworks need to be developed to facilitate effective wealth transfer, foster communication, and ensure the preservation of family values across generations.

Market volatility leads to a growing demand for diversification and insurance as an asset class

The COVID-19 pandemic has had a profound impact on investment portfolios across sectors and asset classes, challenging investors worldwide. Measures implemented by governments and central banks to mitigate the economic impact of the pandemic led to new uncertainties. In the past 15 months, we saw global interest rates rise at an unprecedented speed since 1950 in an attempt to contain rising inflation and just over a span of five days in March this year, we witnessed banking failures of three small to mid-size U.S. banks.

These uncertain times have prompted a surge in demand for diversified portfolios and investors in Asia are seeking to reduce concentration risk by exploring opportunities beyond traditional asset classes. Clients are progressively viewing life insurance solutions as an alternative asset class in portfolio diversification with whole of life and savings plans favoured as they provide clients a combination of high underlying guarantees and insurance coverage, offering a level of stability that is appealing amidst market volatility.

In recent years, there has been a notable rise in the interest among clients in Asia towards Indexed Universal Life plans. These plans offer investment returns that are linked to the performance of an index such as the S&P 500, a widely recognised benchmark for the U.S. stock market. This unique feature has captured the attention of investors seeking to combine both insurance protection with potential returns tied to the performance of the stock market.

One of the key appeals of Indexed Universal Life plans is the ability to participate in the potential upside of the index while also having a built-in "downside protection" feature. Broadly, this means that even if the stock market experiences a decline, the client's investment in the plan is shielded from the full

impact of the market downturn. This downside protection element provides a level of security unlike any insurance or investment solution, making Indexed Universal Life plans an attractive proposition and adding an alternative dimension to overall portfolio diversification and wealth planning.

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Life insurance solutions are progressively viewed as an alternative asset class in portfolio diversification which offer a combination of protection and potential returns from the stock market.

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Prioritising organisations with a focus on sustainability and ESG

Environmental, Social, and Governance (ESG) considerations have gained prominence in the wake of the pandemic. Clients are becoming more conscious of the impact their purchasing decisions can have on the environment and society. There is an increased inclination to support companies that align with their own values and are able to demonstrate a commitment to sustainability, social responsibility, and ethical practices.

Rising demand for philanthropy

Post-pandemic, we have observed a heightened social awareness and desire to give back to society. As a result, there is a growing interest in philanthropy and impact investing among Asia's affluent individuals and families. Clients are keen to align their values with their wealth by incorporating philanthropic goals into their overall wealth planning strategies.

What role can insurers play?

Insurers can play a crucial role in the wealth planning journey by staying abreast with changing trends, actively listening to clients and business partners and understanding their concerns. Only by putting the client at the centre of what we do, are we able to co-create innovative insurance solutions together.

## We partner international brokers to meet the wealth planning needs of High Net Worth individuals

"Since the pandemic started, our world had faced a string of public health, geopolitical and economic challenges. These turbulent years have raised an awareness of the importance of proper wealth planning for High Net Worth individuals and their families. As the pioneer in this field with over five decades of experience, our team of wealth planning expert advisors at Charles Monet understands how important it is to deliver bespoke wealth planning solutions to meet the unique intricacies for every High Net Worth individual. We are delighted to partner Sun Life Singapore in serving this segment and are excited that they continue to innovate and deliver new bespoke solutions relevant for the High Net Worth."

**Nikki Koh**  
Chief Executive Officer Singapore  
Charles Monet Associates

"As Asia's economy continues to expand rapidly, wealth planning matters for private clients are getting more sophisticated. Our longstanding partnership with Sun Life Singapore enables us to deliver top-tier life insurance-based solutions. Whether it involves safeguarding wealth, managing estates and inheritances, or facilitating intergenerational wealth transfer, Sun Life Singapore has always been able to come up with solutions to meet the diverse needs of our clients in the region."

**Benjamin Cheng**  
Chief Executive Officer Asia  
IPG Financial Services

"Future proofing your legacy starts now. Market volatilities have prompted High Net Worth individuals to re-balance their investment portfolios to achieve diversification beyond traditional asset classes. SunBrilliance Indexed Universal Life permits clients to incorporate life insurance solutions as an alternative asset class to benefit from potentially higher returns from long term equities exposure. Underpinned by high underlying guarantees and coverage offering stability, this appeals to High Net Worth individuals planning for succession amidst market volatility. PCS by Mercer being the world's largest and pioneering HNW broker firm is delighted to build on the strong partnership with Sun Life Singapore spanning close to two decades."

**Davin Wong**  
Chief Executive Officer Singapore  
Private Client Services by Mercer

We support the evolving wealth planning needs of High Net Worth individuals

### Sun Life

Sun Life is a global leader in asset management, wealth, insurance and health solutions with a strong AA financial rating from S&P\* — the highest rating among life insurance companies in Singapore.

As a market leader and pioneer of High Net Worth insurance in Asia, Sun Life is able to provide the insurance solutions you need to ensure your financial security for generations to come.

### SunBrilliance Indexed Universal Life Plan

A new flexible plan by Sun Life Singapore that's indexed to the S&P 500, and designed to give you a good balance of lifetime coverage and high potential growth to leave a legacy for your loved ones.

### Legacy Plus

Allows you to receive the Death Benefit payout in annual instalments up to 10 years with SunBrilliance Indexed Universal Life. This first in the market feature will ensure a smooth transition of your wealth to your next generation.

### Sun Life Singapore Philanthropic Pledge

Inspires you to build your giving legacy as Sun Life Singapore will donate 0.5% from the premiums received from SunBrilliance Indexed Universal Life, with a cap of US\$20,000 per policy, to philanthropy programmes in collaboration with Community Chest.

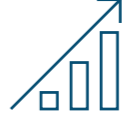


## With SunBrilliance Indexed Universal Life, you will have a life insurance plan that can keep up with you, and the markets.


SunBrilliance Indexed Universal Life is a flexible plan that is designed to give you a good balance of both lifetime coverage and high potential growth, while also allowing you to optimise how your premiums are invested.


## Key benefits of SunBrilliance Indexed Universal Life<sup>1</sup>:

 Lifetime coverage<sup>2</sup>  
to leave a legacy.

 High potential growth  
through an Indexed Account linked to the S&P 500 index performance.

 Downside protection  
with 0% p.a. floor on the Indexed Account and a guaranteed 2.5% p.a. crediting rate for the Fixed Account in the first 20 years.

 Legacy Plus  
offers the option to receive Death Benefit payout in a single lump sum or in instalments up to 10 years.

 Flexibility

- to customise premium amount and allocation between Fixed, Indexed Multiplier or Optimum Account based on your preference
- to re-balance the account value between Fixed and Indexed Accounts after the first policy year.

Receive up to 6% off initial premium<sup>3</sup> when you sign up for SunBrilliance Indexed Universal Life now.  
Visit [www.sunlife.com.sg](http://www.sunlife.com.sg)

<sup>1</sup> These may not be exhaustive and are not tailored to any particular person. Financial Advisors should advise clients according to their needs. Please refer to Policy documents. <sup>2</sup> Lifetime coverage applies if Net Cash Surrender Value minus loan amount is not less than zero. <sup>3</sup> Subject to terms and conditions for SunBrilliance Indexed Universal Life Premium Discount Campaign.

\*As of 31 Mar 2023

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