

# Sun Life Financial *Canada*



Sun Life Financial's roots in Canada go back nearly 150 years when we began selling life insurance to Canadian families in 1871. With a strong service culture, innovative technology, a strong distribution network and long-standing relationships with some of the country's largest employers and associations, today we provide financial products and advice to six million Canadians.

We continue to expand our products and services, distribution and market penetration in insurance, wealth and employee benefits to build our leadership position and become the best performing life insurer in Canada.

## Key information

Years of operation	1865: Charter received 1871: Commenced business
Employees	7,710 <sup>1</sup>
Sun Life Financial advisors	3,600 <sup>2</sup> Sun Life Financial advisors and managers
President	Kevin Dougherty
Head office location	Waterloo, Ontario – approximately 100 km from Toronto
Distribution channels	Sun Life Financial advisors Independent financial advisors Benefit consultants Pension consultants

<sup>1</sup> At December 31, 2011. Includes Corporate Office employees.

<sup>2</sup> At December 31, 2011.

# Products and services

## INDIVIDUALS

We provide a wide range of life, health and investment products to help individuals and their families meet their financial needs at every stage of their lives. These products include:

- Annuities
- Bank accounts (All-in-One banking)\*\*
- Critical illness insurance
- Disability insurance\*\*
- Education savings
- Estate and financial planning
- Guaranteed investment savings
- Guaranteed retirement income
- Life insurance (universal, term, permanent, participating)
- Long term care insurance
- Personal health insurance
- Mortgages\*
- Mutual funds
- Registered retirement savings plans
- Retirement and savings solutions
- Retirement income solutions
- RRSP loans
- Segregated funds
- Tax-free savings accounts
- Workplace seminars

## GROUPS

We provide life, health and wealth products to group plan sponsors, including employers and associations, across Canada, including:

- Accidental death and dismemberment insurance
- Annuities
- Creditor insurance
- Critical illness insurance
- Defined contribution pension plans
- Dental, drug and extended health benefits
- Disability benefits
- Employee assistance programs
- Employee share ownership plans
- Flexible benefits
- Group registered retirement savings plans
- Guaranteed retirement income
- Group tax-free savings account plans
- Health and wellness programs
- Health spending accounts and personal spending accounts
- International benefits solutions
- Life insurance
- Mutual funds
- Non-registered savings plans
- Payroll services
- Profit sharing plans
- Retiree health insurance
- Solutions for sponsors of defined benefit plans
- Total benefits
- Voluntary benefits

\*By referral

\*\*Through partnership with Royal Bank of Canada

## Highlights<sup>3</sup>

- Sales of individual insurance products were a record \$221 million, up nine per cent from 2010, due to the continued success of our Sun Life Financial participating whole life products.
- Group Retirement Services (GRS) pension rollover sales exceeded \$1 billion for the second consecutive year, with a four-quarter average retention rate of 48 per cent.
- We were recognized as the top group benefits provider in Canada by market share<sup>4</sup>, while in GRS, we built on our leadership position by capturing 43 per cent of the total Canadian Defined Contribution market activity<sup>5</sup>.
- We signed a partnership agreement to become CARP's preferred partner for financial services and advice, giving over 350,000 CARP members access to Sun Life advisors and services such as financial advice, retirement planning and estate planning.
- The my Sun Life mobile app recorded 85,000 downloads at the end of 2011. This industry-first application allows group plan members to use their smartphones to submit health and dental claims for instant processing, view their travel and drug cards, retirement and savings plan balances and recent contributions, and access financial planning tools to help them learn new ways to save.
- Defined Benefit Solutions introduced longevity insurance, an industry first in Canada, which provides plan sponsors with protection from the extra pension costs that arise if their plan members live longer than expected.
- Sun Life Global Investments (Canada) Inc. completed its first full year with top performing funds - eight of the 11 initial long-term funds were in the top quartile for one-year performance and two were ranked #1 in their respective categories for the period ended September 30, 2011.

## Awards and achievements

- In December 2011, our industry-leading retirement planning web site, My retirement café, won the prestigious Investor Education Award at The Investment Funds Institute of Canada's 17th annual Morningstar Investment Awards for excellence in the Canadian financial services industry.
- For the second year in a row, Sun Life Financial was named the "Most Trusted Life Insurance Company" in Canada by the 2011 Reader's Digest Trusted Brand consumer survey.

## Additional information

- Our parent company, Sun Life Financial Inc., was named one of the 2012 Global 100 Most Sustainable Corporations in the World for the sixth year – one of six corporations in Canada and the only North American insurance company in the listing
- Our Canadian headquarters is based in Waterloo, with regional offices in Toronto, Montreal, Ottawa, Edmonton, Vancouver, Halifax and Calgary.
- Sun Life Financial Inc. is listed on the Toronto Stock Exchange (TSX), New York Stock Exchange (NYSE) and Philippine Stock Exchange (PSE), under ticker symbol SLF.
- The Sun Life Financial group of companies, which has total assets under management of \$466 billion<sup>3</sup>, is a strong, well-capitalized organization with a diversified group of businesses across multiple geographies and strong underlying customer franchises.

## Contact information

Sun Life Financial  
227 King Street South  
Waterloo, Ontario, Canada  
N2J 4C5

Office telephone: (519) 888-3900  
Call Centre: 1-877-SUN-LIFE/1-877-786-5432  
Website: sunlife.ca

<sup>3</sup> At December 31, 2011, and reported in CDN\$.

<sup>4</sup> 2010 Fraser Group Universe Report, based on in-force premiums and premium equivalents for the year ended December 31, 2010

<sup>5</sup> Market activity includes both new and retained sales. Source: LIMRA's Canadian Pension Market Survey, November 2011.