

Sun Life Financial Canada



Sun Life Financial's roots in Canada go back nearly 140 years when we began selling life insurance to Canadian families in 1871. With innovative technology, a strong distribution network and long-standing relationships with some of the country's largest employers, we are today providing financial security to millions of Canadians. The financial success and stability here at home continues to fuel our expansion in other parts of the world.

Key information

Years of operation	1865: Charter received 1871: Commenced business
Employees in Canada	7,440*
Sun Life Financial advisors	3,500* Sun Life Financial advisors and managers
President	Dean Connor (until December 31, 2009) Kevin Dougherty (as of January 1, 2010)
Head office location	Waterloo, Ontario – approximately 100 km from Toronto
Distribution channels	Sun Life Financial advisors, independent financial advisors, benefit consultants, pension consultants

* At December 31, 2008.

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
- Critical illness insurance
- Education savings
- Guaranteed investment savings
- Life insurance (universal, term, permanent)
- Long-term care and personal health insurance
- Mutual funds
- Retirement income solutions
- Retirement and savings solutions
- Segregated funds
- Tax Free Savings Accounts (TFSA)

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 (EAP)
- Employee Share Ownership Plans
- Flexible benefits
- Group Registered Retirement Savings Plans
- Group Tax Free Savings Account Plans
- Health and wellness programs
- Health Spending Accounts (HSA) and Personal Spending Accounts (PSA)
- International benefits solutions
- Life insurance
- Mutual funds
- Non-registered Savings Plans
- Payroll services
- Profit Sharing Plans
- Retiree health insurance
- Total Benefits
- Voluntary benefits

Key strengths

- Our Sun Life Financial advisor force is the largest financial career force in Canada.
- Group Retirement Services ranked number one for the seventh consecutive year in Benefits Canada magazine's December 2008 annual Defined Contribution (DC) Plan Survey. With a market share of 34 per cent, GRS was also recognized as the fastest growing DC provider measured in dollars.
- Our innovative Total Benefits™ offering provides joint group benefits and group retirement plan clients with a level of service unsurpassed in Canada today.
- According to LIMRA's final 2008 sales results, Group Retirement Services captured 51 per cent of all Defined Contribution market activity in Canada in 2008.²
- In 2009, Individual Insurance and Investments launched an innovative critical illness solution offering an option to convert some or all of the critical illness coverage to long-term care insurance later in their lives. We are the first Canadian insurer to include coverage for acquired brain injury in the loss of independent existence optional coverage.
- SLF Canada's response to recent economic conditions included the launch of the Today's Economy website providing education and support to visitors of sunlife.ca. The website includes a new blog and opportunity to find out how Sun Life can support Canadians who have experienced job loss, job changes, or how to get advice from a professional financial advisor.
- We have a significant ownership interest in McLean Budden Limited, one of Canada's leading investment management companies.

Awards and achievements

- Sun Life has been named one of Jantzi Macleans 50 Most Socially Responsible Companies in Canada. Companies are selected based on their performance across a wide range of environmental, social and governance indicators tracked by Jantzi Research.
- The Advisor Match web tool is an industry first, offering consumers a unique matching capability to find their ideal advisor who revolves around them. By entering information about themselves, their financial goals and what they're looking for in an advisor, the consumer will receive a list of advisors who are best able to help them meet their financial needs.
- After a competitive tendering process, we were successful in retaining the Public Services Health Care Plan (PSHCP), the largest group health plan in Canada with over 580,000 active and retired plan members.
- Sun Life Financial was honoured for employee development at the LOMA/LIMRA Canada annual conference. The awards recognized best practices in learning and development in Canada's life and health insurance industry.
- We are ranked #1 in long term care insurance, critical illness insurance, individual guaranteed annuity sales and non-par new business insurance sales.²
- We are ranked #1 in Defined Contribution Pension Plans, Group RRSPs and Deferred Profit Sharing Plans with a 34% market share.³
- We are ranked #1 in group benefits large group annualized premium and premium equivalents in-force and #2 in overall market share.²
- We are ranked Canada's second-largest group benefits provider based on total revenue for the third consecutive year, according to Benefits Canada magazine's 2009 Group Insurance Report.

Additional information

- Canada is also home to our worldwide corporate headquarters, which is based in Toronto.
- Our Canadian headquarters is based in Waterloo, with regional offices in Toronto, Montreal, Ottawa, Edmonton, Vancouver, Halifax and Calgary.
- Parent company, Sun Life Financial Inc., is listed on the Toronto Stock Exchange (TSX), as well as the New York (NYSE) and Philippine (PSE) stock exchanges, under the ticker symbol SLF.
- The Sun Life Financial group of companies, which has total assets under management of \$412 billion¹, is a strong, well-capitalized organization with a diversified balance sheet.

Contact information

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¹At September 30, 2009, and reported in CDNS.

²LIMRA, December 31, 2008.

³2008 Capital Accumulation Plan Report, *Benefits Canada*, as of June 30, 2008 (issued December 2008).