



Email – Initial offer

Subject: [Name], You have access to new accounts.

Preview Text: Choices Flex offers more ways to save.



<%= recipient.firstName %>, take charge of your savings goals!

The first step is to maximize your workplace savings plan. You can then give your savings a boost through exclusive access to **Choices Flex***

With Choices Flex you get:

- Additional account types for more ways for you to save and reach your financial goals faster.
- Personalized guidance to build a strategy just for you. Our team of licensed advisors are here to help, and we also offer an innovative self-serve digital experience.

[Start saving now](#)

Have questions? Let's answer them.

Call 1-866-733-8612.

Any business day, 8a.m. to 8p.m. ET, Monday to Friday.

** Choices Flex is an exclusive product offering that is not part of your workplace plan but offered by Sun Life to provide you access to additional accounts to help you save for your financial goals.*

This email communication was sent by Sun Life to <%= message.address %>

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227 King Street South, Waterloo, Ontario N2J 4C5
mysunlife.ca

Life's brighter under the sun



Email – Initial offer

Subject: [Name], save more beyond your workplace plan.

Preview Text: Let us help you reach your retirement saving goals sooner with Choices Flex.



<%= recipient.firstName %>, Choices Flex offers more ways to save for your retirement.

The first step is to maximize your workplace savings plan. You can then give your savings a boost through exclusive access to **Choices Flex***.

With Choices Flex you get:

- Additional account types for more ways for you to save and reach your financial goals faster.
- Personalized guidance to build a strategy just for you. Our team of licensed advisors are here to help, and we also offer an innovative self-serve digital experience.

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Life's brighter under the sun

Web – Interstitial

Hello, Name

New ways to save are available to help you reach your goals.



Start saving

Not right now

Hello, Name

Reach your retirement goals sooner by saving more outside of your employer plan.



Start saving

Not right now

Web – Active alert tile



Boost your savings
beyond your
workplace plan.

 [Check it out](#)



Reach your retirement
goals faster by saving
more.

 [Let's go](#)