

Sponsor Edition

Focus Update



May 16, 2019

Announcing our new logo

Driven by our purpose, we put our Clients at the centre of everything we do.

To better align with our purpose and broaden our appeal to Clients and stakeholders, alike, we've updated our global brand identity by removing the word *Financial* from our logo. This shows our balanced focus on insurance, health and wealth management.

In compliance with Quebec's French language requirements for public signage, we'll continue to use the word *Financière* in our logo for exterior signage, only. For all other marketing materials, we'll use the new Sun Life logo.

We're excited about our new logo and look forward to continue delivering valuable solutions to you.

Questions?

Please contact your Group Benefits representative.

Group Benefits are provided by Sun Life Assurance Company of Canada, a member of the Sun Life Financial group of companies.

