



Most Innovative Product or Service



Sun Life Assurance Company of Canada Singapore Branch (“Sun Life Singapore”) launched its SunBrilliance Indexed Universal Life¹ product in July 2023, which allows clients to incorporate life insurance as an alternative asset class into their portfolios to benefit from potentially higher returns from long-term exposure to equities.

This first-in-market insurance product earns Sun Life Singapore the Most Innovative Product or Service award. SunBrilliance Indexed Universal Life has set the benchmark and leads the industry into rethinking problem-solving through creative and practical solutions.

The product’s high underlying guarantees and coverage offer stability which appeals to high-net-worth (HNW) and ultra-high-net-worth (UHNW) individuals when they consider succession planning amidst market volatility. Its multiplier rate of 120%, through its Indexed Multiplier Account linked to the S&P 500 index performance, is the highest in the market, thus providing higher potential returns for clients.

Since the launch of SunBrilliance Indexed Universal Life, its innovative features being Legacy Plus and the Philanthropic Pledge, have benefited clients and the market at large. The Legacy Plus feature enables death benefits to be paid in instalments of up to 10 years. As the first life insurer in Singapore to offer this unique benefit option last year, clients have the peace of mind of knowing that periodic payouts will help their families better manage a large sum of inheritance.

Giving back to society

As a market first, Sun Life Singapore launched its Philanthropic Pledge together with SunBrilliance Indexed Universal Life, to give back to the community in a sustainable way. 0.5% of the premium received (capped at US\$20,000 per policy) will be channelled through the Singapore Community Chest to support diabetes awareness, mental health and other community initiatives.

The Philanthropic Pledge marks the first time a Singapore life insurer has incorporated upfront charitable giving into a life insurance solution. The Pledge aims to inspire others to build their own giving legacies to aid those most in need.

To find out more about SunBrilliance Indexed Universal Life, visit www.sunlife.com.sg

¹ Product features set out above are non-exhaustive. Policy terms apply. Sun Life Singapore’s products are sold through its distributors.



Michael Wei
Chief Partnership and Marketing Officer, Sun Life Singapore

“This win is a testament to our dedication to product innovation and our mission to improve community well-being. We are honoured that our SunBrilliance Indexed Universal Life has proven its superiority as an insurance solution which meets both the wealth management and philanthropy needs of our High Net Worth clients.”