



UNRETIREMENT™ INDEX REVEALS ONLY ONE IN FOUR CONSUMERS HAS AN ADVISER

But those who do feel better equipped to manage their finances

17 August 2010

Further data from Sun Life Financial of Canada's Unretirement™ Index reveals 76% of consumers do not currently have an independent financial adviser and 86% of UK adults have no written financial plan for retirement.

These new findings from Britain's inaugural Unretirement™ Index, which launched in July, provides a unique measure of consumers' confidence, concerns and expectations that influence future retirement patterns for adults. It follows similar studies which Sun Life Financial conducted in America, Canada and Hong Kong tracking workers' attitudes and expectations about retirement.

The latest figures show that six in ten (60%) respondents thought they were better informed and more able to make financial decisions after engaging with an IFA, with four in ten (40%) experiencing improved confidence on financial matters. One in five (21%) said that dealing with an IFA made them feel more confident about their retirement, whilst 14% said it enabled them to achieve goals they would otherwise not be able to.

Mark Stopard, Head of Marketing at Sun Life Financial of Canada, said: "The Unretirement™ Index has already identified a lack of optimism in Britain. It also shows that the level of optimism in Britain is lagging behind America and Canada. These latest figures illustrate one possible cause and highlights the difference independent financial advice can make to long term financial planning and optimism towards retirement.

"Retirement policy is currently very near the top of the political agenda, and with proposed changes providing more choice for consumers and advisers, there exists a major opportunity for advisers to capitalise on the increasingly flexible solutions that are available through providing considered advice. Consumers, on the other hand,

need to seek professional advice to ensure they are making the most of their assets and take advantage of any legislative change from which they may benefit.”

To obtain a copy of the first British Unretirement™ Index report please visit www.sloc.co.uk

Flexible retirement solutions

Sun Life Financial of Canada is a provider of flexible retirement solutions, which aim to deliver a guaranteed minimum retirement income option but with the potential for growth.

For more information on Sun Life Financial of Canada's flexible retirement solutions, please visit www.sloc.co.uk or call 0845 071 0200.

-Ends-

Notes to editors

UK fieldwork was undertaken between 8 and 12 April 2010 of 1,241 adults. All figures, unless otherwise stated, are from YouGov Plc. The survey was carried out online. The figures have not been weighted.

For further information, please contact:

Jo Roberts
jroberts@teamspiritpr.com
T: 020 7360 7877

James Terry
jterry@teamspiritpr.com
T: 020 7360 7877

Carol Watkins
carol.watkins@sloc.co.uk
01452 637175

About Sun Life Financial of Canada in the UK

Sun Life Financial of Canada is well established in the UK and part of a global organisation, headquartered in Toronto, Canada. UK companies operate under the brand Sun Life Financial of Canada.

Sun Life Financial of Canada in the UK is focused on providing flexible and innovative product solutions for customers in and approaching retirement. We are dedicated to building excellent customer service by offering the highest levels of customer care and quality products. We have a heritage in the UK dating back over 100 years to 1893 and serve the needs of customers direct or through financial advisers nationwide.

As at 30 June 2010, Sun Life Financial of Canada has £11.6 billion assets under management in the UK with over 1,002,014 plans in force.

For more information, please visit www.sloc.co.uk

About the global Sun Life Financial of Canada group of companies

Sun Life Financial Inc., our parent company based in Canada is a leading international financial services organisation providing a diverse range of protection and wealth accumulation products and services to individuals and corporate customers. Chartered in 1865, Sun Life Financial Inc. and its partners today have operations in key markets worldwide, including Canada, the United States, the United Kingdom, Ireland, Hong Kong, the Philippines, Japan, Indonesia, India, China and Bermuda. As at 30 June 2010, the global group of companies had total assets under management of \$434 billion (Canadian dollars).

Sun Life Financial Inc. is listed on the Toronto (TSX), New York (NYSE) and Philippine (PSE) stock exchanges under ticker symbol SLF.

For more information please visit www.sunlife.com.

In 2009 the UK operations of Lincoln National Corporation also became part of Sun Life Financial of Canada.

The following companies operate under the name Sun Life Financial of Canada and are members of the Sun Life Financial of Canada group of companies: Sun Life Assurance Company of Canada (UK) Limited (registered number 959082), SLFC Assurance (UK) Limited (registered number 830572), SLFC Unit Managers (UK) Limited (registered number 1651703) and SLFC Investment Managers (UK) Limited (registered number 1900586) are all authorised and regulated by the Financial Services Authority. SLFC Services Company (UK) Limited (registered number 6997417) is an appointed representative of these firms. All companies trade under the name Sun Life Financial of Canada whose UK life and pensions business is operated by Sun Life Assurance Company of Canada (UK) Limited and SLFC Assurance (UK) Limited. Its Unit Trust and ISA business is operated by SLFC Unit Managers (UK) Limited. All companies are incorporated in England with Registered Office at Matrix House, Basing View, Basingstoke, Hampshire, RG21 4DZ. www.sloc.co.uk