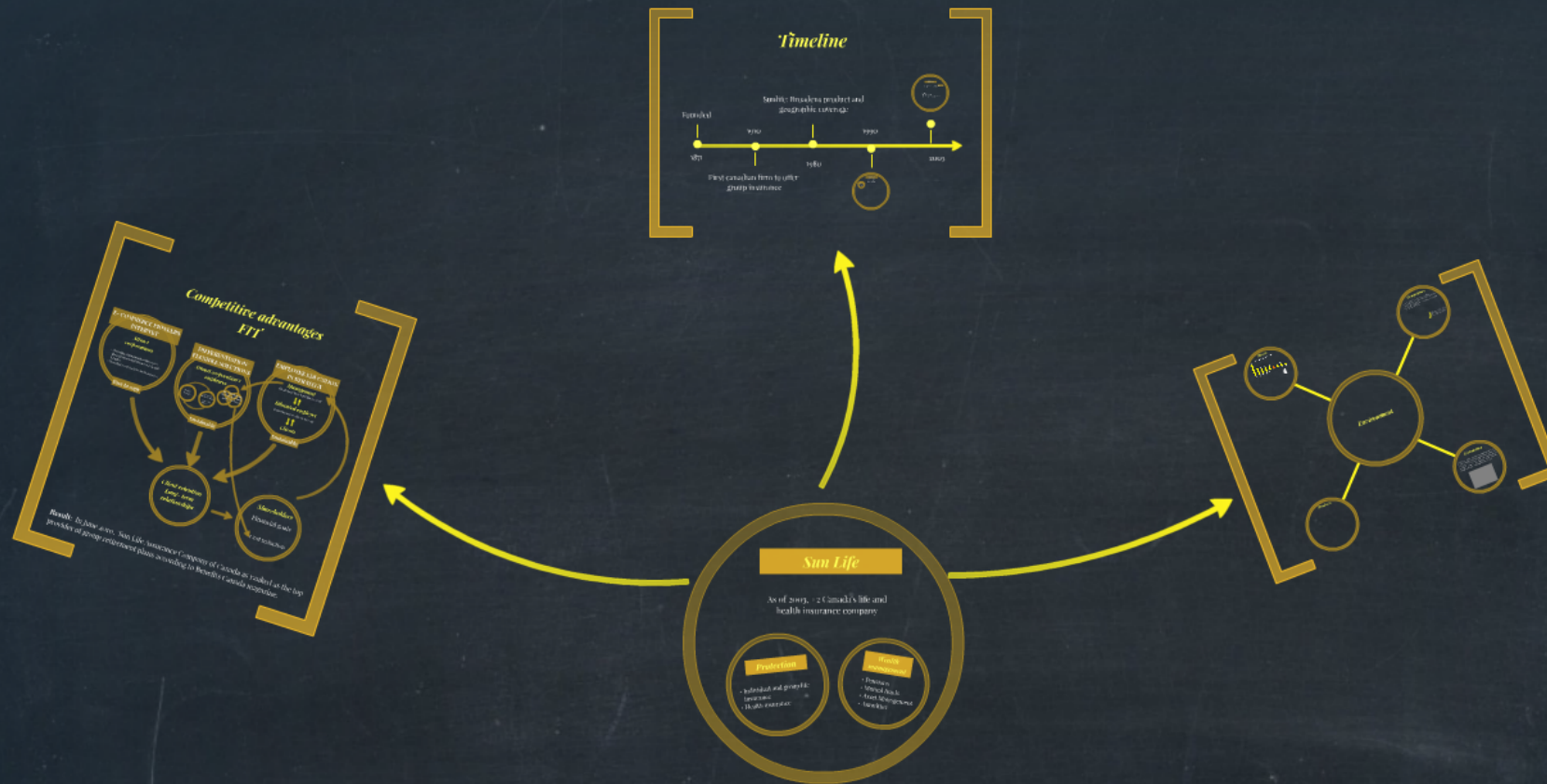


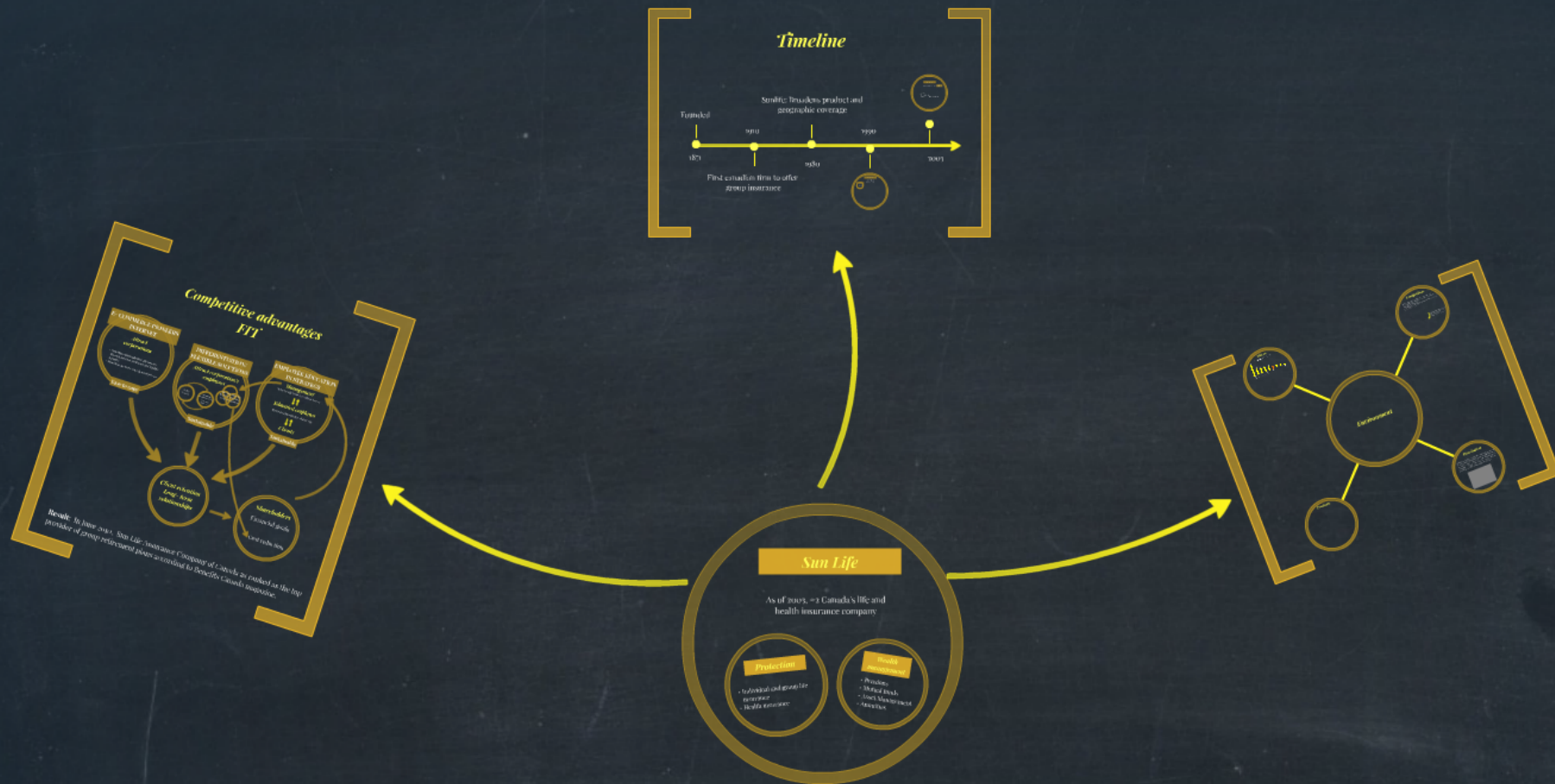
Strategic planning at sun Life Harvard Case Solution & Analysis



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Sun Life

As of 2003, #2 Canada's life and health insurance company

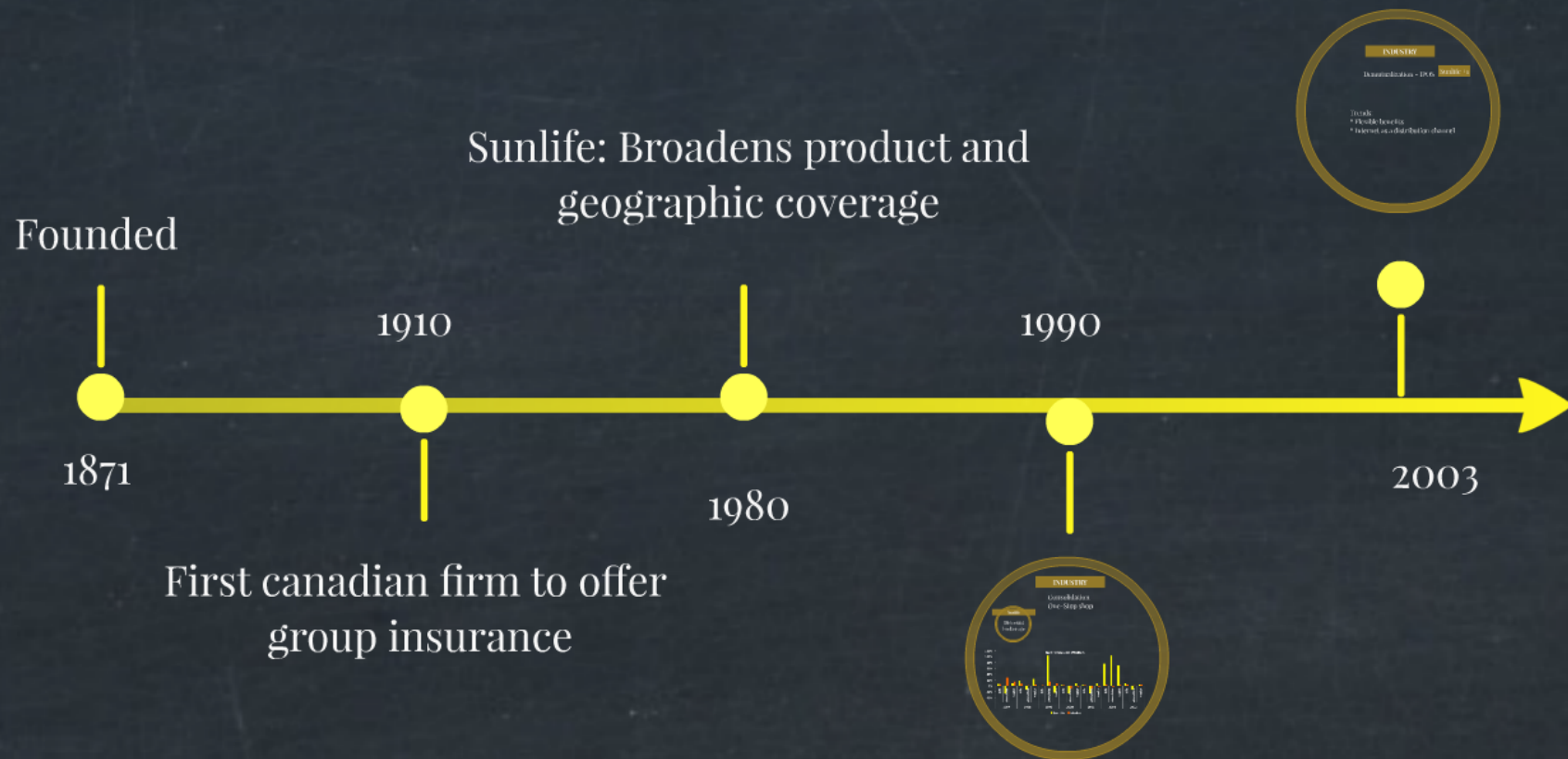
Protection

- Individual and group life insurance
- Health insurance

Wealth management

- Pensions
- Mutual funds
- Asset Management
- Annuities

Timeline

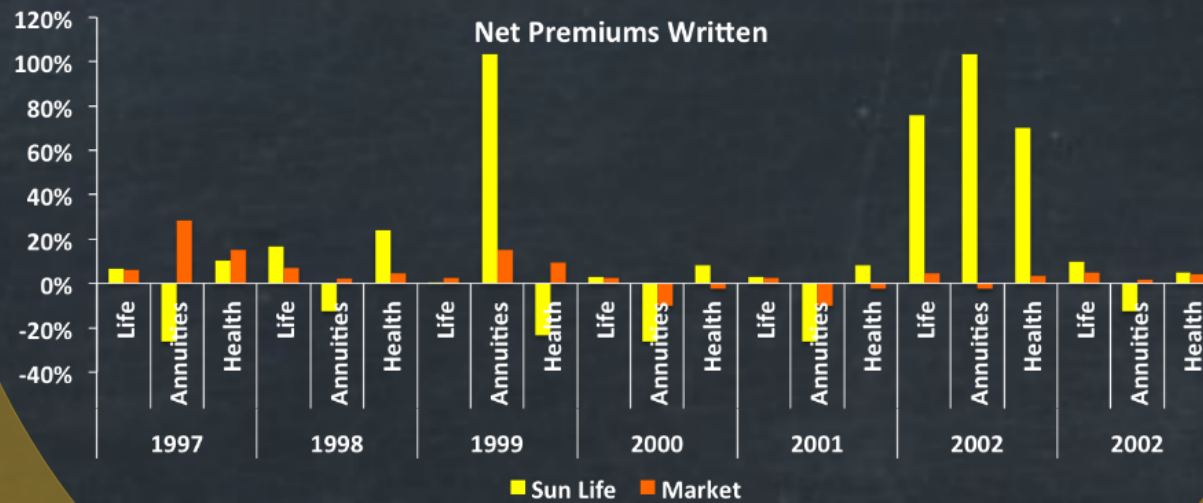


INDUSTRY

Consolidation
One-Stop shop

Sunlife

Discount
brokerage



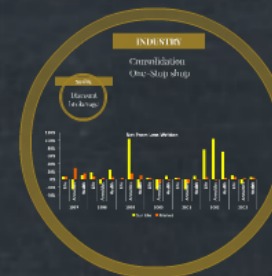
Timeline

Founded



First canadian firm to offer
group insurance

Sunlife: Broadens product and
geographic coverage



INDUSTRY

Demutualization - IPOS

Sunlife +1

Trends:

- * Flexible benefits
- * Internet as a distribution channel

