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SunLife

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This is the SunLife

SunLife, the 200 year-old company

SunLife is one of the UK's best-known financial services companies, dedicated to making things as straightforward and good value as possible, with benefits specially developed to meet the needs of everyone over 50. We help people protect their world, prepare for the future and pursue their ambitions – with services such as [over 50s life insurance](#), [equity release](#) and our [Guaranteed Inheritance Plan](#).

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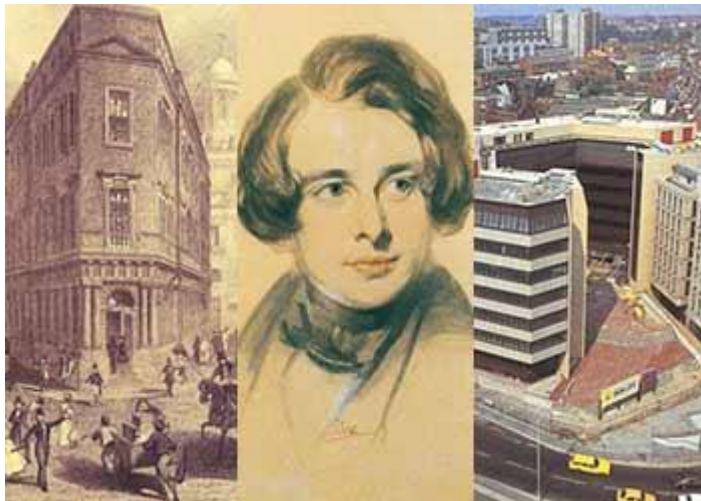
[About us](#)

Where have we come from?

We've got roots stretching all the way back to 1810, when we opened our very first office building opposite the Bank of England in London.

In 1900, we became the first company to offer life assurance without the need for a medical — something we're still proud to be offering today.

The very first over 50s life cover plan was introduced in 1979. Over the years, we've helped thousands of people plan for the future and today, the Guaranteed Over 50 Plan is the nation's most popular choice for over 50 plans, and there are over 800,000 policyholders.



SunLife's key milestones

- **1810**

Sun Fire Office Board launched, with Joshua Milne as the company's first employee. After 33 years of loyal service, Milne made his final valuation in 1843.

- **1826**

Fire marks were used from the late 17th century. By displaying them outside their house, owners could prove that they were insured against fire.

- **1979**

Our very first over 50s life cover plan was introduced in 1979. Over the years, we've helped thousands of people plan for the future and today, the Guaranteed Over 50 Plan is the nation's most popular choice for over 50 plans, with over 800,000 policyholders.

- **2010**

We celebrated 200 years of heritage.

- **2014**

Sun Life Direct becomes SunLife. We launched our new look and new products to help make financial products ever more accessible and appealing. We now offer a wide range of products to help the whole family feel more secure in life, including over 50 life insurance, funeral plans, ISAs, pet insurance, home insurance, car insurance and Will writing services.

- **2017**

SunLife joins the Phoenix Group, one of the largest providers of insurance services in the UK.

The smallest print

1. UK's No.1/Nation's favourite/Most trusted/Most popular – Source: Association British Insurers statistics.

Further information can be found on our [verify](#) page.



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- Verification



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