Canadian Premier announces acquisition of Sun Life's sponsored markets business

April 24, 2019

.

On Dec. 13, 2021, Canadian Premier Life Insurance Company (Canadian Premier) entered into an agreement to acquire Sun Life Assurance Company of Canada's (Sun Life) sponsored markets business. Sponsored markets include a variety of association and affinity, and group creditor clients. This transaction will see more than 100 plan sponsors and roughly 1.5 million insured clients and plan members/customers move from Sun Life to Canadian Premier. Upon closing, this transaction will build on Canadian Premier's longstanding presence and expertise in the Canadian market.

The transaction is expected to close in early 2023 subject to satisfaction of customary closing conditions, including receipt of regulatory approvals.

BLG is representing Canadian Premier with a team led by Anthony Milazzo and including Vinay Desai, Benjamin Fenech, Marc Abdelsayed, Matteo Grandillo, Adam Ziri (Insurance M&A), Steve Suarez (Tax), Donna Spagnolo (Insurance Regulatory), James Fu, Michael Grodinsky, Xavier Berwald-Grégoire, David Perron, Tommy Hong (Labour & Employment), Neva Lyn Krew (Disputes) and Denes Rothschild (Competition).

By

Thoburn

Services

Fintech

BLG | Canada's Law Firm

As the largest, truly full-service Canadian law firm, Borden Ladner Gervais LLP (BLG) delivers practical legal advice for domestic and international clients across more practices and industries than any Canadian firm. With over 800 lawyers, intellectual property agents and other professionals, BLG serves the legal needs of businesses and institutions across Canada and beyond – from M&A and capital markets, to disputes, financing, and trademark & patent registration.

blg.com

BLG Offices

Calgary

Centennial Place, East Tower
520 3rd Avenue S.W.
Calgary, AB, Canada
T2P 0R3

T 403.232.9500
F 403.266.1395

Ottawa

World Exchange Plaza
100 Queen Street
Ottawa, ON, Canada
K1P 1J9

T 613.237.5160
F 613.230.8842

Vancouver

1200 Waterfront Centre
200 Burrard Street
Vancouver, BC, Canada
V7X 1T2

T 604.687.5744
F 604.687.1415

Montréal

1000 De La Gauchetière Street West
Suite 900
Montréal, QC, Canada
H3B 5H4

T 514.954.2555
F 514.879.9015

Toronto

Bay Adelaide Centre, East Tower
22 Adelaide Street West
Toronto, ON, Canada
M5H 4E3

T 416.367.6000
F 416.367.6749

The information contained herein is of a general nature and is not intended to constitute legal advice, a complete statement of the law, or an opinion on any subject. No one should act upon it or refrain from acting without a thorough examination of the law after the facts of a specific situation are considered. You are urged to consult your legal adviser in cases of specific questions or concerns. BLG does not warrant or guarantee the accuracy, currency or completeness of this publication. No part of this publication may be reproduced without prior written permission of Borden Ladner Gervais LLP. If this publication was sent to you by BLG and you do not wish to receive further publications from BLG, you may ask to remove your contact information from our mailing lists by emailing unsubscribe@blg.com or manage your subscription preferences at blg.com/MyPreferences. If you feel you have received this message in error please contact communications@blg.com. BLG's privacy policy for publications may be found at blg.com/en/privacy.

© 2026 Borden Ladner Gervais LLP. Borden Ladner Gervais LLP is an Ontario Limited Liability Partnership.