



FOR IMMEDIATE RELEASE

Tune Ins is now Tune Protect, championing efforts to provide Insurance Made Easy

Petaling Jaya, 10 September 2015 – Tune Ins Holdings Berhad today announced that it will henceforth be known as Tune Protect Group Berhad. The name change is part of a rebranding initiative to better align the company's name with its future strategy and product roadmap, in response to the dynamic change in consumer behaviours and preferences that require information on the go.

Junior Cho, CEO of Tune Protect Group Berhad, states, "Our passion is to constantly meet our customer expectations by providing products and services in an easy, convenient and simple manner. Hence, we have also introduced a new corporate tagline 'Insurance Made Easy'. Our new name and tagline reflect our firm commitment to offering innovative products and solutions that cater to the diverse consumer needs for insurance. To this end, we are expanding beyond our existing face-to-face and partnership channels by investing into the digital space."

"Ultimately, it is about building a more connected brand with our customers across all their interactions with us. Not only through our committed partners, brokers, insurance agents, but even when they are up and about," he added.

Together with the rebranding of Tune Ins Holdings Berhad to Tune Protect Group Berhad, the company unveiled its new website tuneprotect.com and introduced an updated corporate identity. Its subsidiary, Tune GenRe Ltd has also been renamed to Tune Protect Re Ltd.

"We are excited with the prospect of being Tune Protect. The company boasts a rich history of how we built ourselves to where we are today. This is yet another milestone that will further add colour to our company history," said Cho.

Since its inception in 2011, Tune Protect Group Berhad (formerly known as Tune Ins Holdings Berhad) has grown tremendously throughout the years. Growing in size, what started from a team of 16 people evolved to company with more than 350 dedicated employees today. The Group has since secured long term partnerships with airline partners namely AirAsia, Air Arabia, Cebu Pacific and a network of business partners and agents across the region.

In 2012, The Group expanded its ability to cover a wider range of general insurance through its network of more than 1000 agents nationwide. The company was listed on the main market on Bursa Malaysia Securities Berhad (Malaysia Stock Exchange) after having successfully launched its Initial Public Offering in 2013. In 2014, the company entered the Middle East to set-up Tune Protect Commercial Brokerage LLC and to Thailand via the set up of Tune Insurance Public Company Limited within the same year.



“Our focus is to provide customers with insurance products and services that are relevant, affordable, and meaningful. We will continue to leverage on Tune Group’s strong brand and core values to become a leading digital insurer with a ubiquitous footprint in the region,” Cho said.

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About Tune Protect Group Berhad

Tune Protect Group Berhad (formerly known as Tune Ins Holdings Berhad) was incorporated in 2011 and listed on the main market of Bursa Malaysia in 2012. In 2015, it was renamed to Tune Protect Group Berhad. Through its subsidiaries, it is an underwriter, directly and via reinsurance, of general and life insurance products across the Asia-Pacific region. The Group operates an online insurance business via Tune Direct (M) Sdn Bhd, and sells insurance products to customers through online partners. Other core business is its general insurance, which are currently operational in Malaysia and Thailand, through subsidiaries Tune Insurance Malaysia Berhad and Tune Insurance Public Company Limited Thailand. For further information, please visit www.tuneprotect.com