

Investor Day

26 January 2021

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The Agenda



Presented by **Rohit Nambiar**, Group CEO of Tune Protect Group

O2 Health Pillar

Presented by **Ben Assanasen**, CEO of Tune Protect Thailand

03 Lifestyle Pillar

Presented by Arijit Munshi, General Manager of Tune Protect EMEIA

04 SME Pillar

Presented by William Foo, CEO of Tune Protect Malaysia

05 Technology

Presented by Prasanta Roy, Group Chief Technology Officer

06 Closing remarks

Presented by Rohit Nambiar, Group CEO of Tune Protect Group

07 Question & Answer Session

Moderated by Koot Chiew Ling, Chief Investor Relations & Strategic Projects



Strategy Overview by Rohit Nambiar, Group CEO of TPG

Tune Protect



On **Reflection**

Strengthening our efforts to farm existing core assets



June Protect

The markets we are focused on

What's the ASEAN potential like?

Protect

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> 600 million people



Partnership opportunities

Mandatory travel & health insurance



Low penetration rate of 1.13%*

The target consumer segment

What does the stats tell us?



Growing consumer share in Malaysia.

A segment we can't afford to ignore.



Did you know











Proportion of Internet users in their 20s and **30s**

Zubaidah, the fresh graduate





Alex, the young working professional





Boon-Nam and Paithoon, the newly weds





Faizal and Ida, the young parents

Faizal works while Ida is a stay home mom

Have a 3 year old kid, Aira

Active of social media

Prioritises spending on family and home

Faizal likes gaming while Ida loves cooking Emphasises work like balance

Hangs out at parks, beaches and malls



The target consumer segment

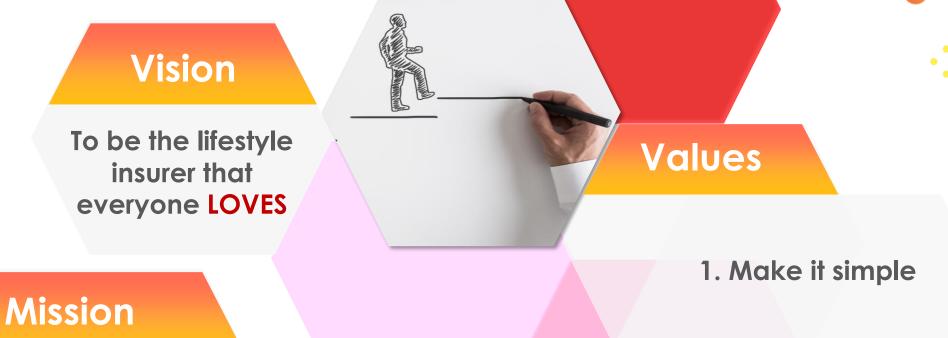
What matters most to them?











To simplify the consumer experience with best-inclass products & technology that complement the consumer's lifestyle needs



2. Be customer obsessed

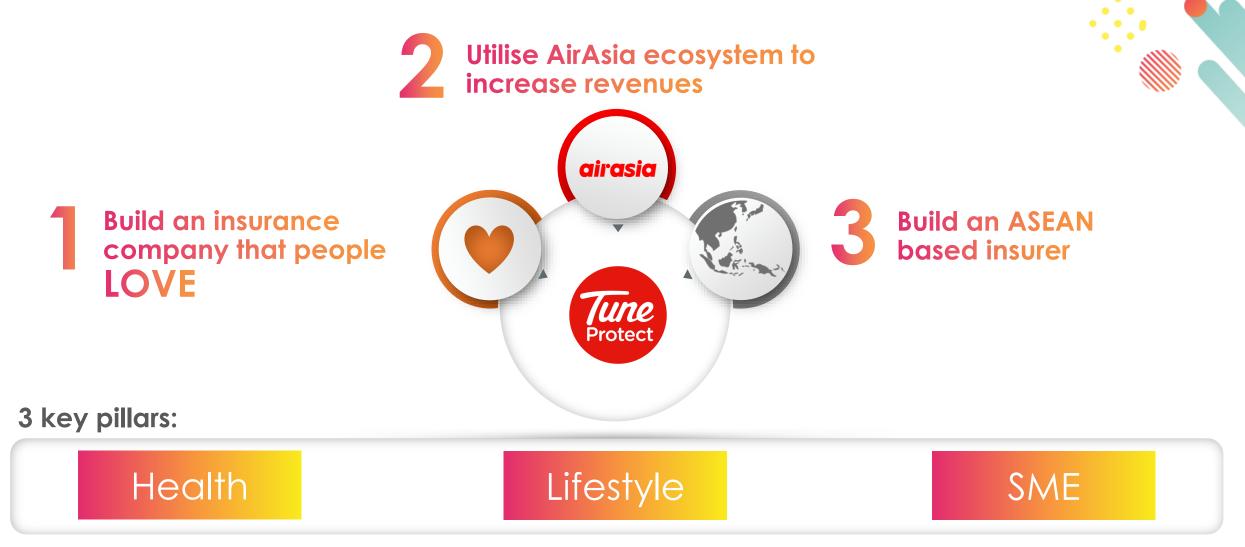
3. Better together

4. Be Curious & Bold

Protect

Our strategic direction

What do we want to achieve by 2023?



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Protect

The Health Pillar

Uncomplicate the complicated



SME



The Lifestyle Pillar



Bite size products

Target market	Product proposition	Channel strategy	Tech Enablement
Catered to Millennials that are MOBILE and TRAVEL lovers	Value for money Option of Prepaid or Postpaid	Affinity Driven	Artificial Intelligence & Machine Learning enabled servicing
	Option of add-ons or bundled	Direct-to-consumer	



Health Lifestyle SME

An ASEAN wide simplified SME proposition





- To be an insurer everyone LOVES
- Simplify the millennial customer experience
- Focus on 3 pillars: Health, Lifestyle & SME

How can we engage millennials and the digital community from a Health perspective?



AVR

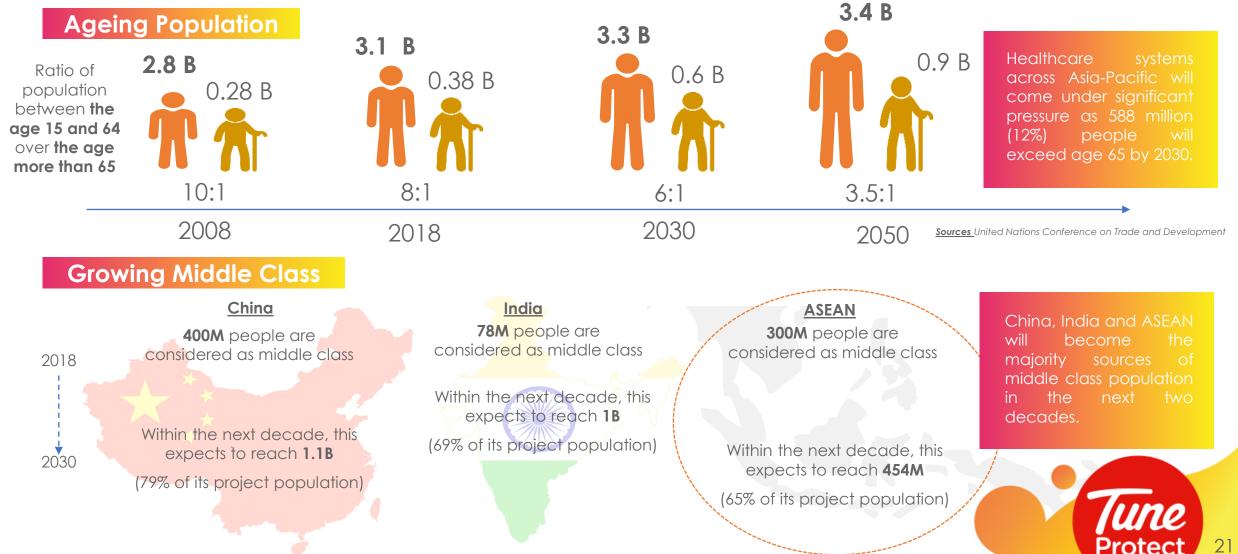
Health Pillar by Ben Assanasen, CEO of Tune Protect Thailand

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Rise of Healthcare Demand

Health Insights

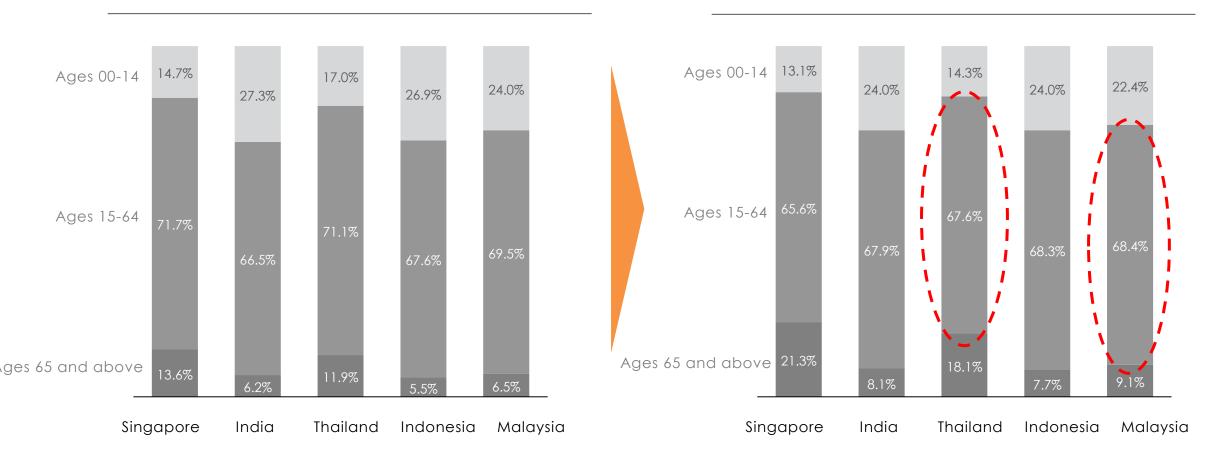
Social pressure from aging population and growing middle class propelling accelerated needs and awareness of healthcare



Market Potential

Health Insights

Within our key markets of Malaysia and Thailand, there is a significant opportunity to focus on the healthier popular segments



2018 Population (in millions)

2028 Population (in millions)

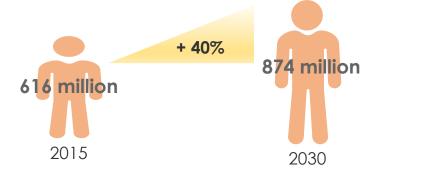
Shift of Healthcare Burden

Health Insights

New regulations transferring growing stress of public healthcare infrastructure to insurers and individuals

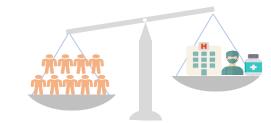
Rising trend of chronic disease in APAC

Patients suffering top 4 chronic disease - diabetes, cardiovascular disease, chronic respiratory disease and cancer



Heavy burden on existing healthcare system

Insufficient medical infrastructure in most Asian countries



The COVID-19 pandemic has exacerbated the situation leading to insufficient capacity to care for COVID-19 patients

Healthcare Regulations in ASEAN



Peka B40: A free health scheme for Malaysians in the bottom 40% household income range

PeKa B40 is a Government initiative via the Ministry of Health which aims to sustain the healthcare needs of low income groups by focusing on non-communicable diseases.



Progress of Universal Health Coverage in Vietnam through government-led health insurance reforms

As of 2018, 82% of the Vietnamese population is covered by social health insurance. By 2020, the goal is to obtain 90% population coverage



- Income tax deduction of THB 15,000 allowed if it is paid for health insurance
- Resolution of price control to put all hospitals under the same regulatory framework, financial reporting standards, aiming for fairness.

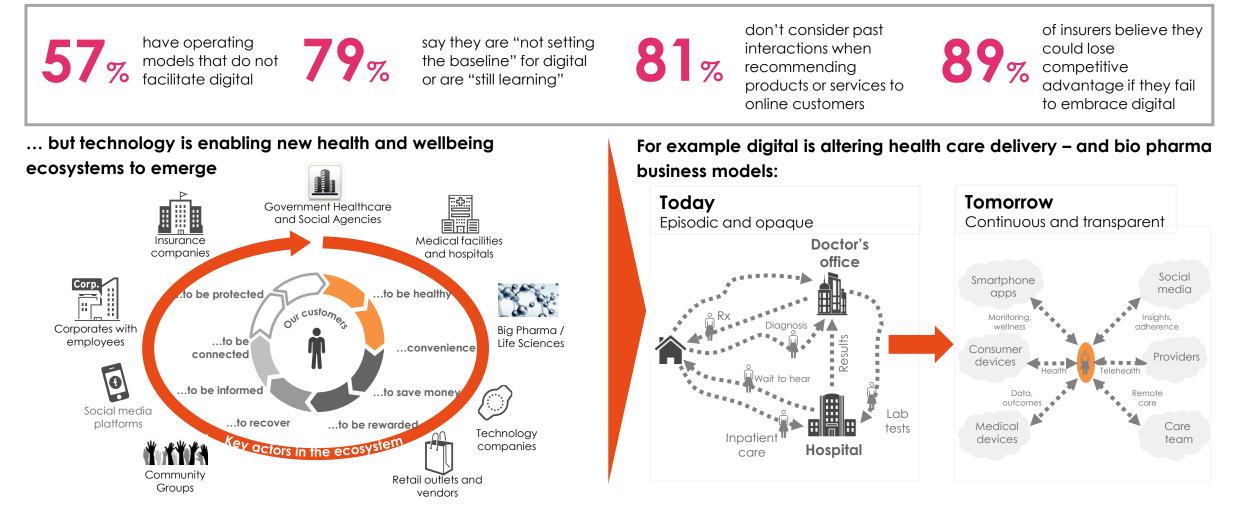


Digital Innovations

Health Insights

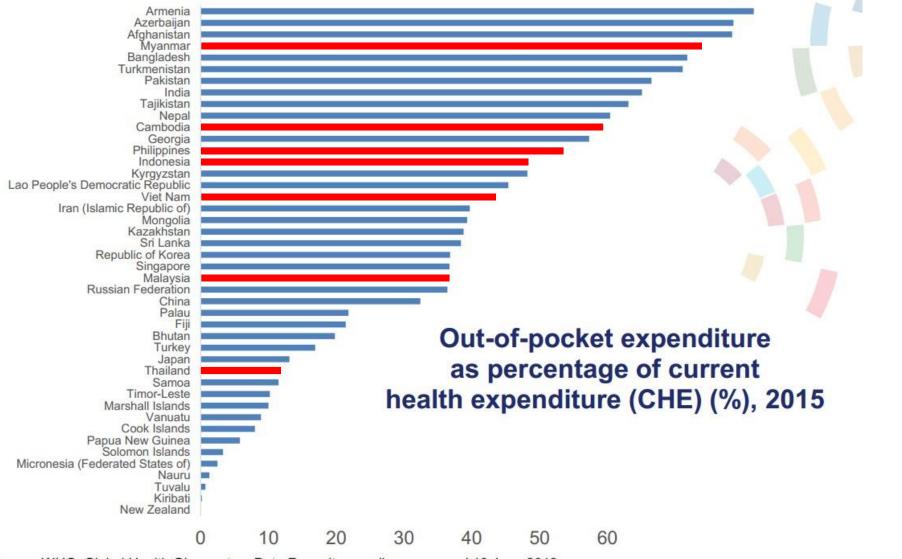
Digital innovations are shaping the health insurance landscape

Insurers are viewing digital as a priority, but are lagging behind...



Healthcare Costs are mostly borne by private households

Health Insights

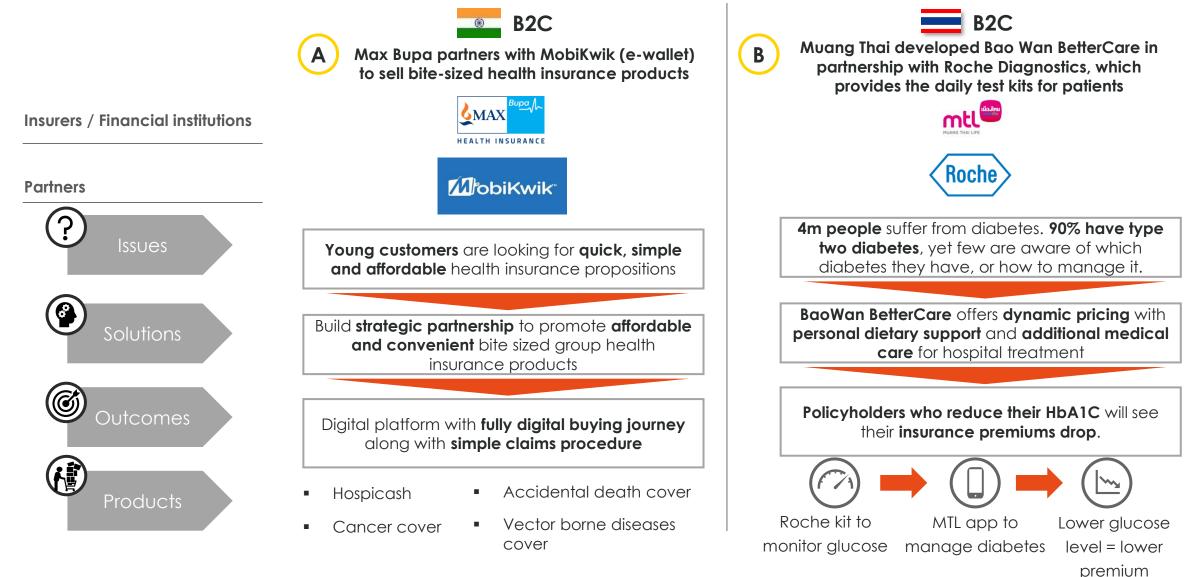




Source: WHO, Global Health Observatory Data Repository, online, accessed 10 June 2019

Health Insights

Innovations in product and distribution partnerships between financial institutions, telcos and health players provide differentiation



Health Insights

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For Tune Protect to be successful in health, we need to innovate across the health value chain and develop targeted solutions that provide a unique simplified customer experience

Solution focus	Prevention		Detection and resolution		
Customer journey	Policy purchase & disability U/W (Diagnostic)	Treatment	Claim submission	Claim payment	
	Product & distribution	Underwriting	Provider & hospital network management	Pre-authorization and claims management	
Key Success Drivers		 Review medical tests Financial Assessments of Business Decisions – Distribution, Underwriting and Claims 	 Concurrent review to more hospitals Concurrent review as KPI Guidelines for Top Simple Illnesses Clinical guidelines Pre-authorization for all elective surgeries and minor claims Issues of medical necessity & excess charges Special package prices 	 Training to claim assessors Medical assistance to assessors Risk based Claim allocation KPIs for claim assessors across speed vs. quality Quality assurance & feedback Open file review 	

TPG Health Direction

Opportunity

- Healthcare demand in APAC will accelerate as a result of ageing population and rise of chronic disease patients
- Significant opportunity to provide customers with innovative healthcare insurance options

Key Focus

- Providing innovative digital health insurance solutions (i.e. bite-sized)
- Focused on supplemental health and fixed benefit products (i.e. CI, CA)
- Focus on a seamless consumer experience for health (online, offline)
- Integrating into AA.com infrastructure and our Partners



Key Health Initiatives 2021

Critical illness Pay immediately when first detected

- Online digital product.
- Customer can customize their coverage.
- Cover all stages.
- Cover up to 5 group critical illness i.e. Cardiovascular, Diabetes.
- Special service and coverage i.e. Hospital Benefit, Nursing Care (Post hospitalization).

Telemedicine Wherever you can see a doctor

- Integrate with our travel product.
- Special service for customers who have health problems while traveling abroad.
- Can consult doctor everywhere via your devices.
- Easy to connect and appointment.
- Have a privacy and can choose type of consultation i.e.. VDO, Voice, Messaging
- Do not waste time traveling to the doctor.

Health & Medical

- With over 150 panel hospitals to choose from
- Comprehensive health insurance plan.
- No medical check-ups required.
- Mosquito-borne disease allowance.
- Alternative & Chiropractic treatment.
- Cashless admission.
- No deductible.





- Going beyond insurance
- Simplifying health offer with a millennial first strategy
- Building a highly scalable healthtech proposition

Intermission



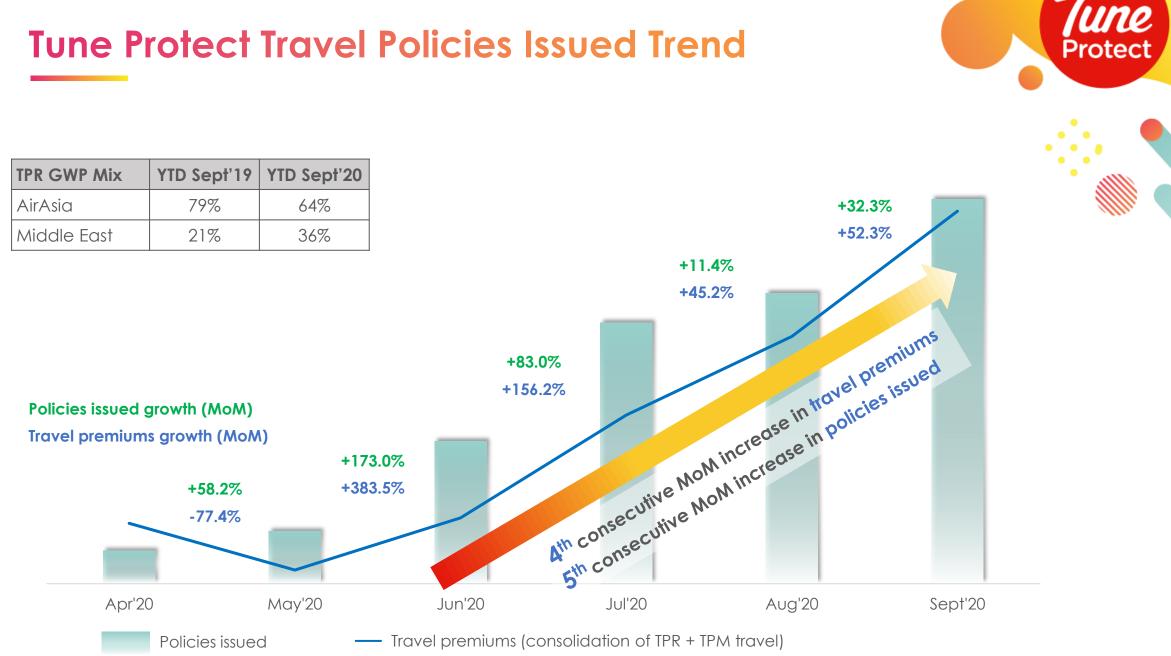


We are taking a short 5minute break.

Our next session will resume shortly.

What is Lifestyle and why is it important to the GenZ and Millennials?

June Protect Lifestyle Pillar by Arijit Munshi, General Manager of Tune Protect EMEIA



Tune Protect Travel Policies Issued Trend

Our Proactive Approach



Tune Protect Re in partnership with **airasia.com**

- Covid-19 cover products (AirAsia single and annual trip)
- Enhanced bundled insurance

Tune Protect Thailand – Tune iPass

Tune Protect EMEIA

- Covid-19 Plus Extension products

 (i) Travel Assurance
 (ii) Visit Assurance
 (iii) Takaful
- Bundled Covid-19 cover with every ticket for AirArabia and Salam Air
- AMA eTravel Assistance





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Travel with confidence with AirAsia Travel Protection Now comes with COVID-19 coverage





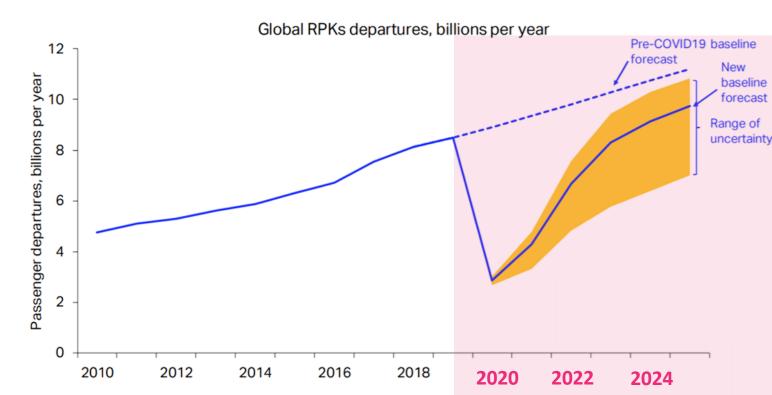


Global Travel Recovery

Opportunities we observed Pent-up demand for outbound travel Higher risk awareness and health consciousness Travel insurance made mandatory for foreign visitor in certain countries

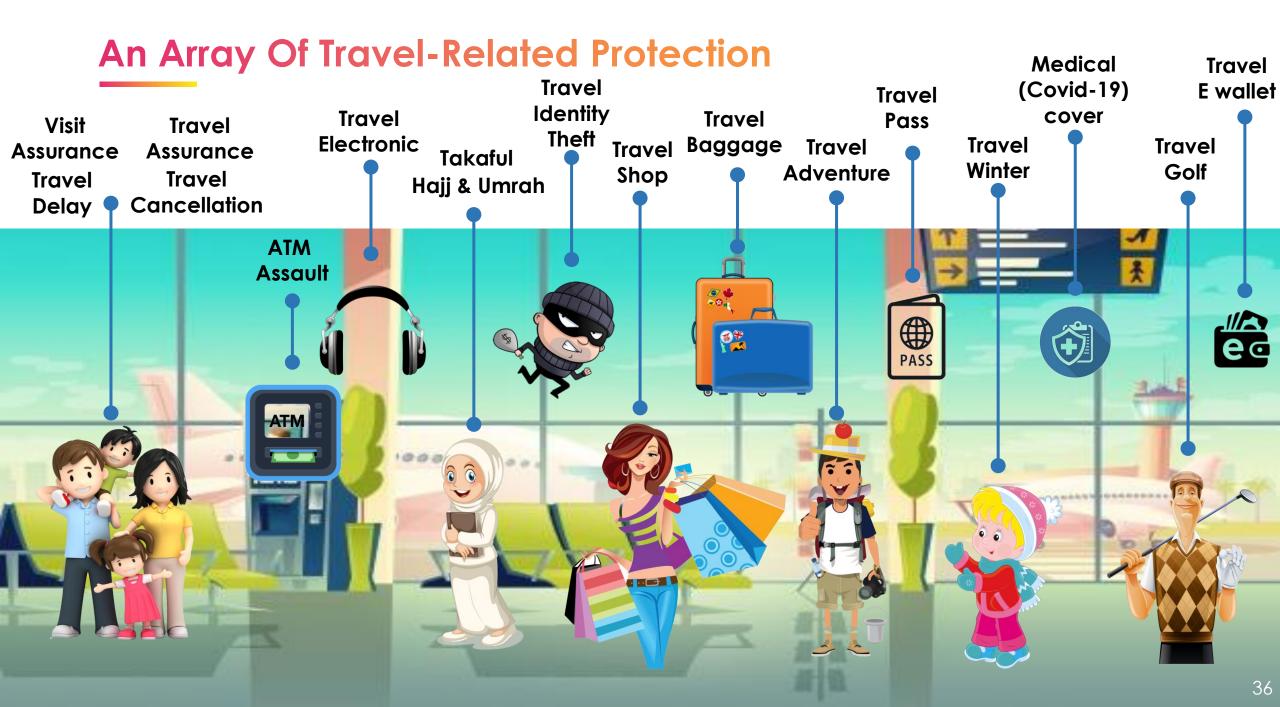
Travel Pass by IATA will facilitate international travel





Source: IATA/Tourism Economics 'Air Passenger Forecasts

IATA = International Air Transport Association RPKS = revenue passenger kilometers Protec



So what's next after Travel?





Partnerships Inked

Some examples of our lifestyle affinity partners



Key Initiatives 2021

Products	
 consignment insurance teleport product bouquet COBigPay travel & gadget protection 	Houseowner & family protection/assistance Pet protection
Cover for:- Entertainment ticket cancellation Sports Passenger Ride Easy Baggage wrap e-wallet & identity theft by	Bite-sized products & digitally enhances retail products Mobile phone insurance Eye wear insurance PAYD 2 PA Easy 2 enhancement

Partners

airasia.com B2C platform B2B partners Affinity Partners (ewallet, e-commerce, property, logistic & etc.) **JUNE** Protect



- Travel no longer the same post COVID-19
- Mandatory travel & health insurance a norm
- Lifestyle encompasses everything that is of value to the millennial customer

Why does SME presents the biggest opportunity to the Group

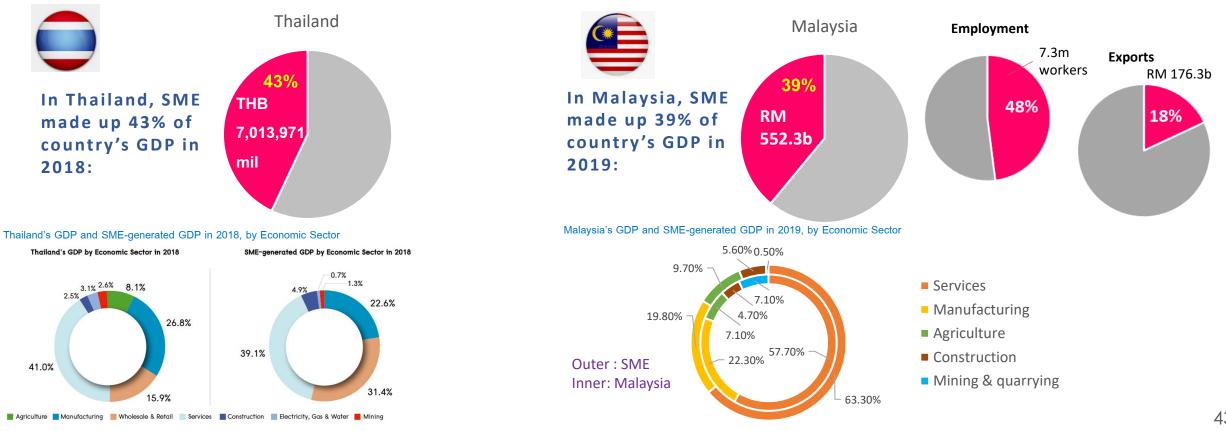


SME Pillar by William Foo, CEO of Tune Protect Malaysia

SME Landscape

SME represents a large economic segment, albeit affected by pandemic,

many remain resilience and foresee business recovery and growth to come.



Source: National Statistical Office Thailand

Source: Department of Statistic Malaysia – SME Performance 2019



Areas Required Protection

✓ Assets, Plant & Equipment



✓ Business Operations



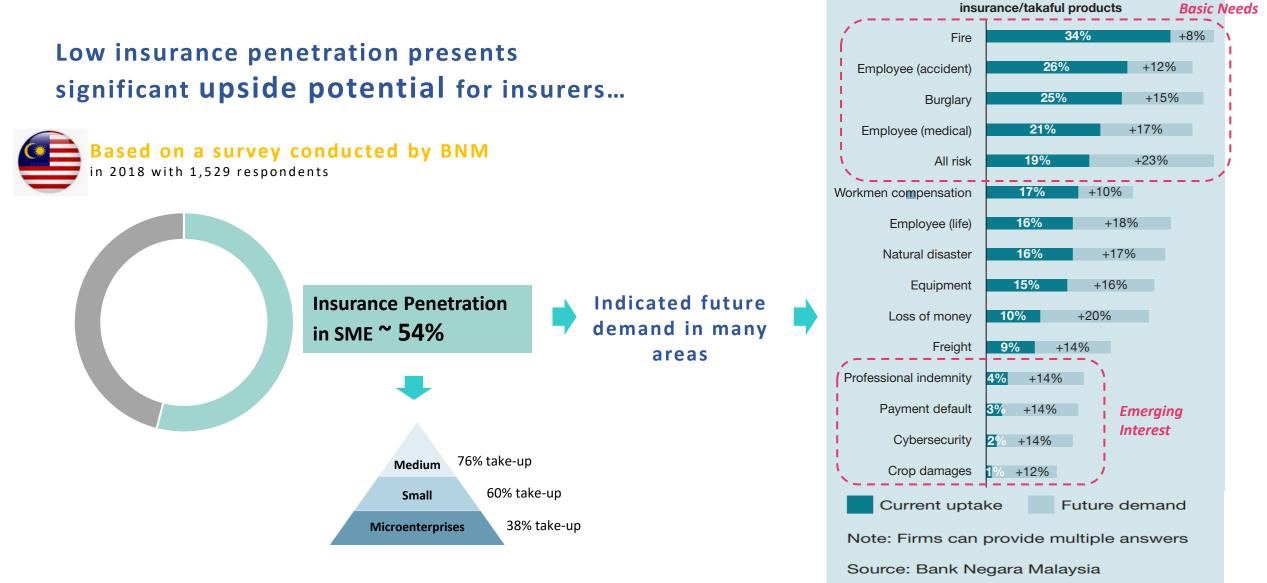
✓ Liabilities



✓ Employee Benefits

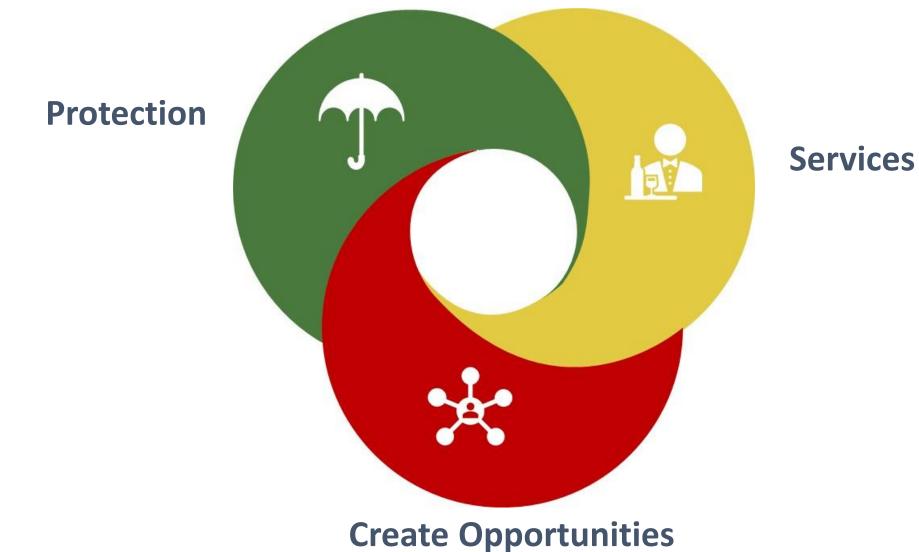


SME Landscape & Insurance Penetration

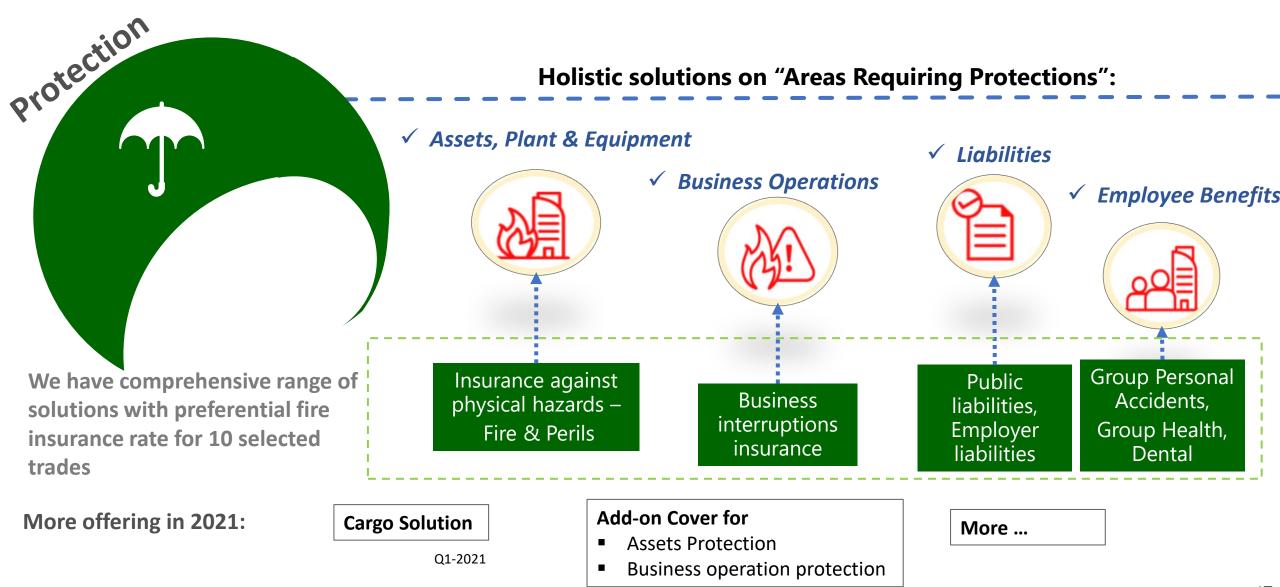


Current uptake and future demand of

Provide value propositions on protection & services, and build on growth opportunities to reach out the market...

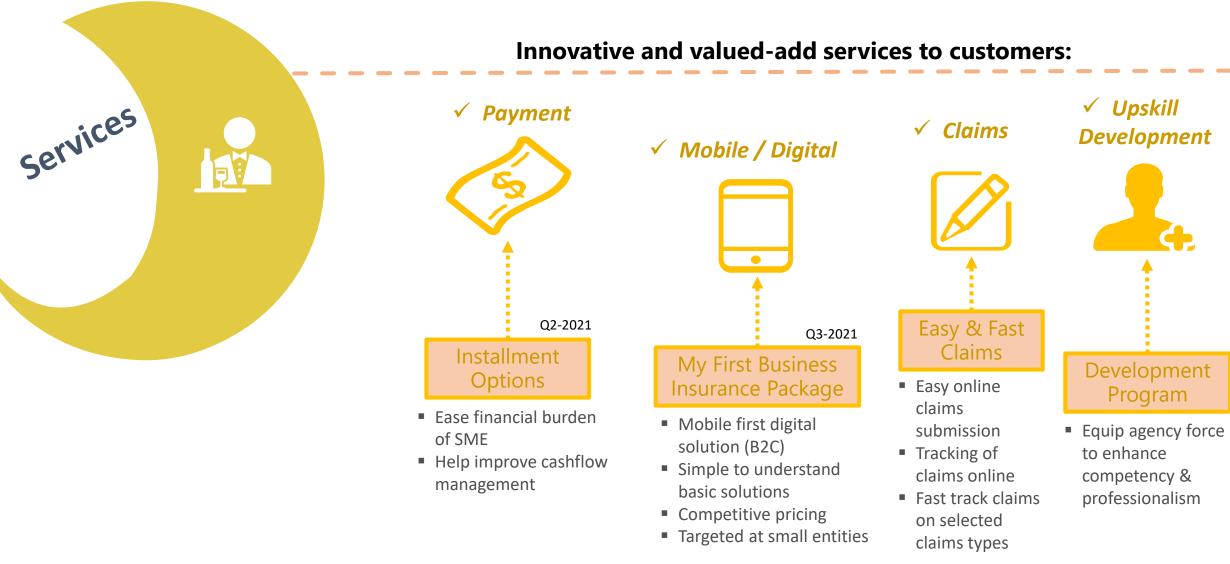


Provide value propositions on protection & services, and build on growth opportunities to reach out the market

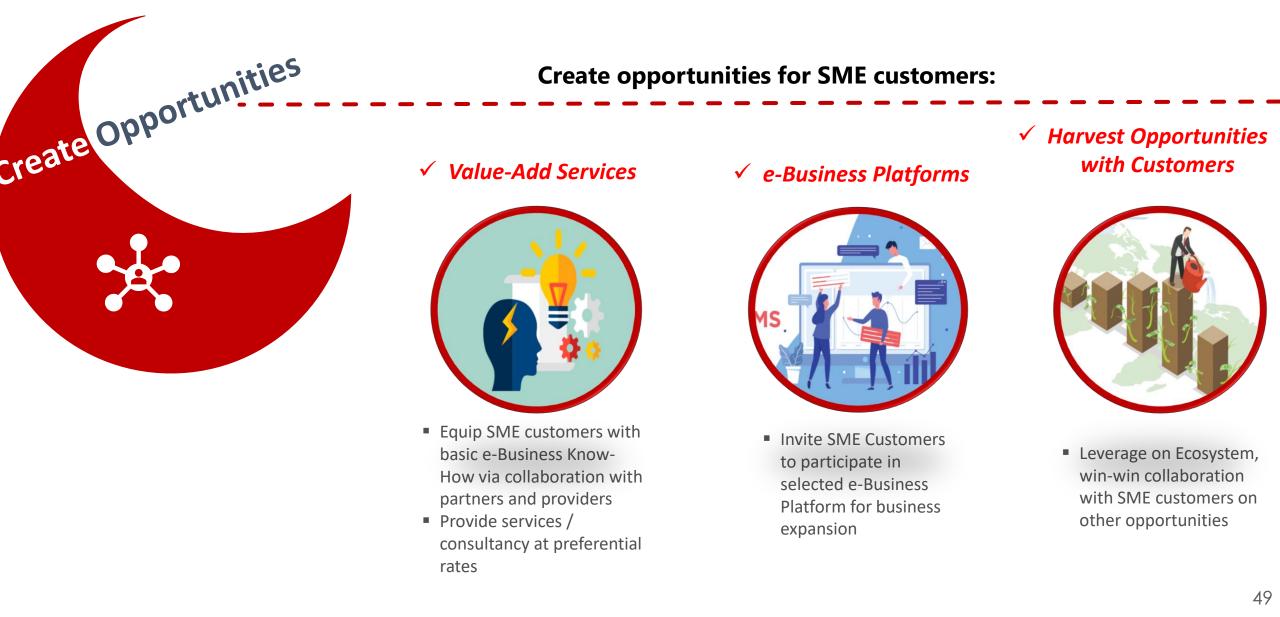


Q3-Q4 2021

Provide value propositions on protection & services, and build on growth opportunities to reach out the market



Provide value propositions on protection & services, and build on growth opportunities to reach out the market





- SME is the backbone of any economy
- This segment is currently underpenetrated and underinsured
- A compelling value for money proposition at the forefront could disrupt this market space

Technology as an enabler

Replicating our successful travel platform to other lines of business **Tune** Protect

Technology by Prasanta Roy, Chief Technology Officer

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Project Rocketship – Mobile and Web Apps



Customer support Live Chat & Self-service Knowledge Base



Better Experience Purchase & claims Travel, Motor, PA, PAYD etc.



More secure With 2 factor authentication



Personalized Profile with PIN login, overview of Tune Protect Malaysia universe



Rewards Earn points loyalty framework



Usage Analysis Collaborate event funnels for insights



Pay As You Drive

If you aren't driving much, you

shouldn't be paying much.

Skip

Singular App Experience

powered b < W/L >



Configuration Driven

contents are

Front end applications

configurable from Back

Digital Insurance cards

General

Pay As You

Drive

Office

Insurance



API for Partnerships Ready for affinity partnership connectivity



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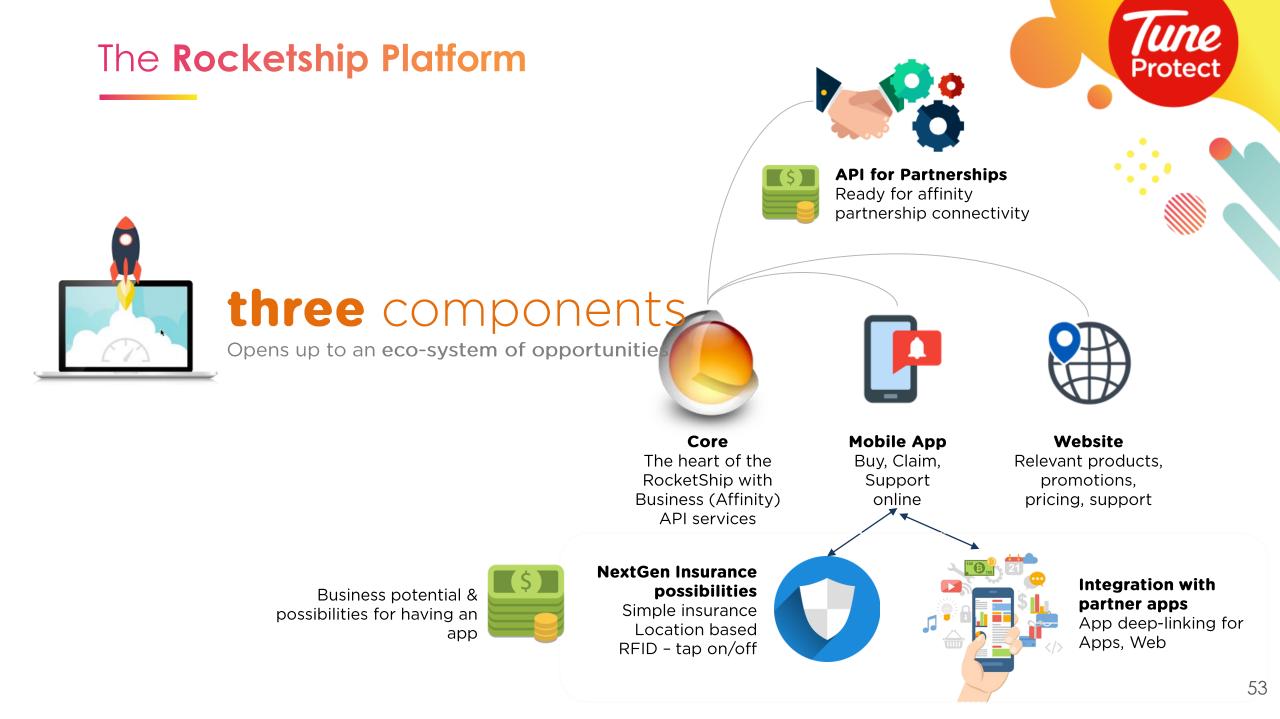
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Customer Centricity & Sales Enablement



SALES



- Modernize agency platform.
- Digitally empowered.
- Real-time performance tracking.

CALL CENTER



- Consistent concurrent engagements.
- Operational efficiency
- Capture & qualify leads

ACROSS ALL CHANNELS



MARKETING



- Better Campaign planning and improved marketing effectiveness
- End-to-end visibility of customer data for cross & up selling
- Integration with all channels to track and monitor sales

CUSTOMER SERVICE



- Customer 360 Degree View
- Ready to integrate with Chat, Social and Email
- APIs empowering Channels of Engagement

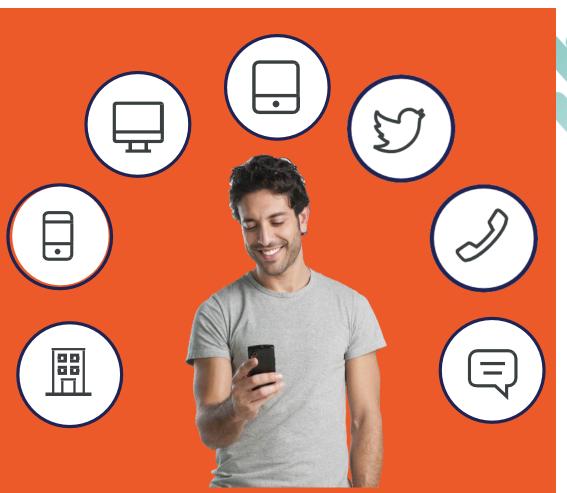
- 360 Degree View Single screen to get details of customer policies, historical of transactions, ,complaints etc.
- Al powered ChatBots as additional measure for servicing
- Cloud based contact center platform to leverage modern technology
- Cloud Enabled CRM Solution
 with auto scaling features

Delivering **coherent user journeys regardless of** <u>**channel**</u>

Customer journeys require an omni-channel user experience

- Seamlessly shift from one channel to another
- Consistent user experiences across channels
- Guide users through a rich, end to end process
- Re-use of functionality across channels





Omni-channel enables us to become "channel- less"

Video **demo**





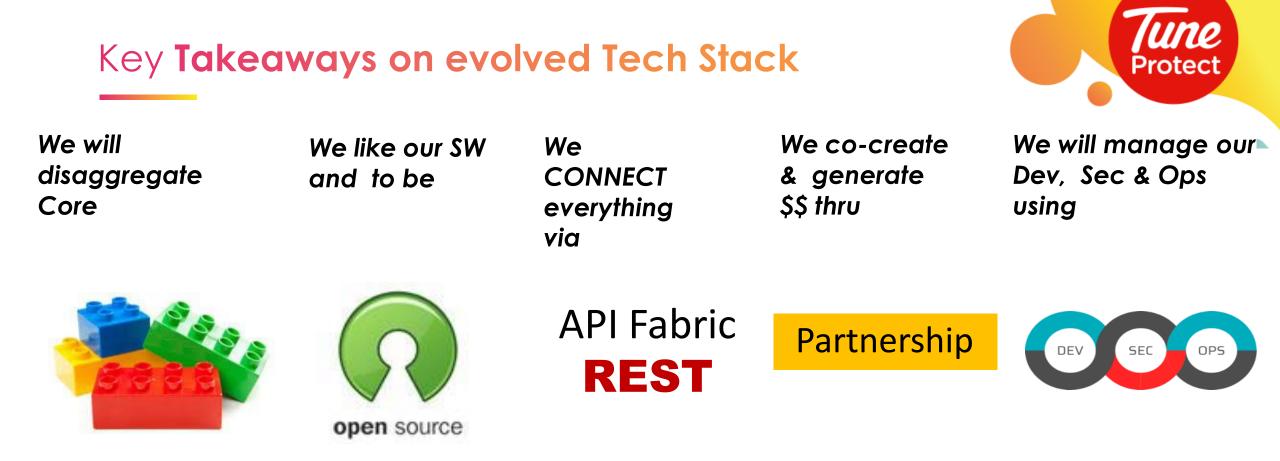


When customers look the same The transformation of the tr

Differentiated **Customers**

As customers have very different contexts...

They deserve and expect personalized offerings



Future IT stack will be made up of many open tech blocks not a closed IT stack project already started, conversion will accelerate over the coming months

Open, REST API integration is the norm for all new solutions

Rapidly increase developer & partner engagement Rapidly increase release cycles and streamline ops

All applications cloud ready



- Mobile first approach
- Unified customer experience
 across omnichannel
- Powered by AI/ML enabled solutions
- Legolised and cloud based IT architecture

Closing remarks by Rohit Nambiar, Group CEO of TPG

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Tune Protect

Happy customer experience across every touchpoint



The customer journey



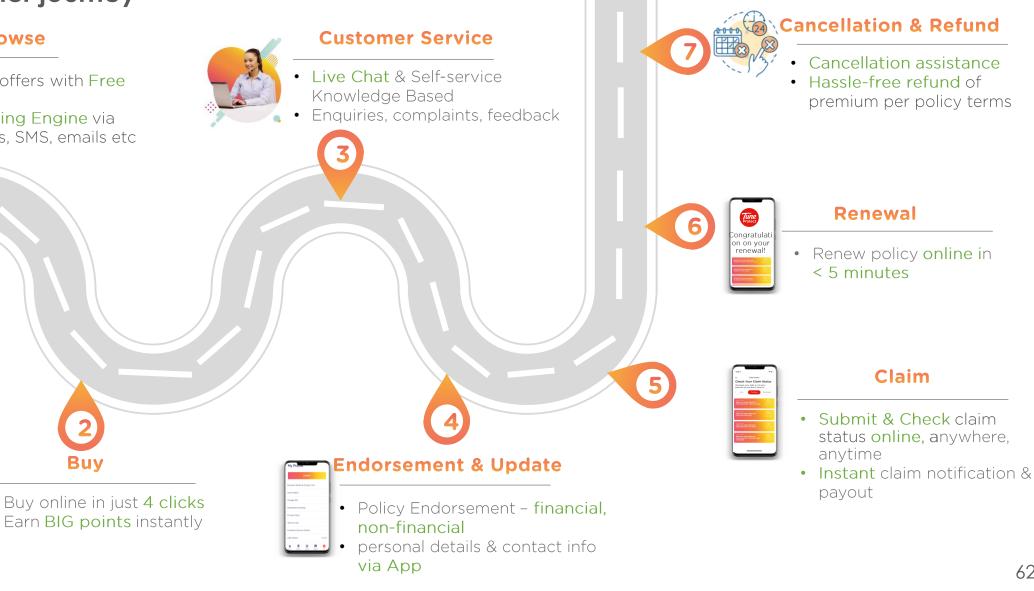
Research/Browse

on on your

new policy

- Multiple product offers with Free auotations
- Targeted Marketing Engine via Push notifications, SMS, emails etc

Buy



Strategy Execution

The bedrock on which we will succeed

People

Customer centric employees

Talent management process

Leadership development

Identify new skill sets

Enabler

Tech powerhouse

Digital first business

Cloud & Big Data

Centre of Excellence

Partnerships

- Digital Tie-ups
- Affinity
- Customer Acquisition

Transformation Office

- Transformation Projects
- Robotics Process Automation
- Agile + Lean

Execute





Our sustainability framework



Aligned with the United Nation's sustainable development goals





"Economically Productive, Environmentally Protective and Socially Proactive"

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Our strategic direction

What do we want to achieve by 2023?



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How to define success in 2023



- Retention upwards towards 70% in all LOB
- NWP mix: Health **40%** Lifestyle **40%** SME **20%**
- More efficient organisation on a ratio basis
- To Grow our **ASEAN** presence
- Be the most **trusted** and **loved** insurer
- Digital first company
- To be an NPS leader in preferred market.



To position our Group as a unicorn company in South East Asia