



**Rakuten Trade Ideas Webinar**  
**13<sup>th</sup> Oct 2021**

**Tune Protect Group**  
**Insurance Re-imagined:**  
**Going Beyond Boundaries**

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# Why Tune Protect Group is well-positioned to accelerate growth



1 **Small, nimble** and **agile** organisation



2 **Fast growing** retail space and **underpenetrated** millennial segment



3 **Highly scalable** digital platform model



4 A **diverse** and **experienced** team



5 Strong **commitment** towards **sustainability**



6 **Profitable** and supported by a **strong capital position**



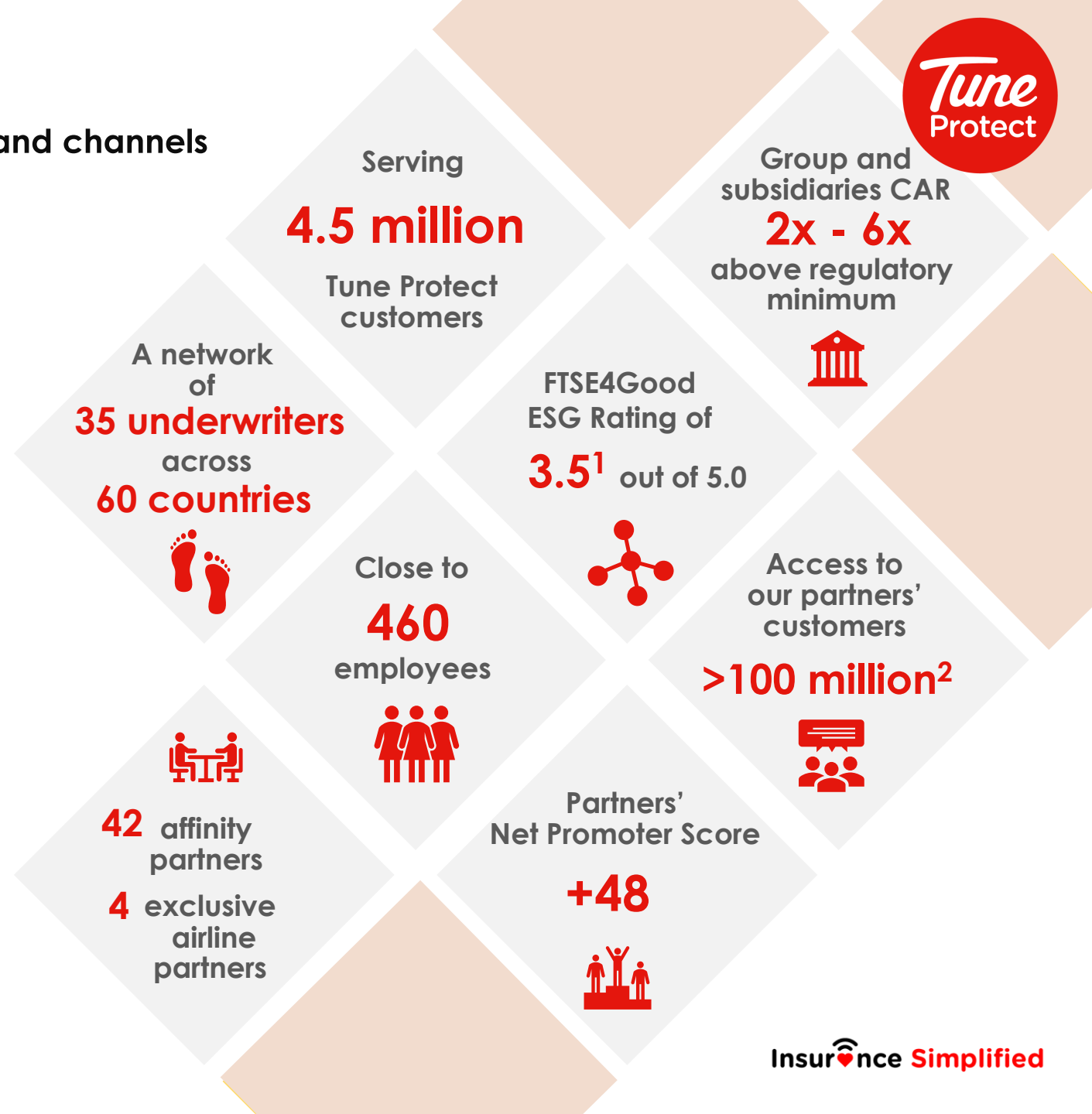
# An **extensive global footprint**

Via multiple affinity partners, customer touchpoints and channels



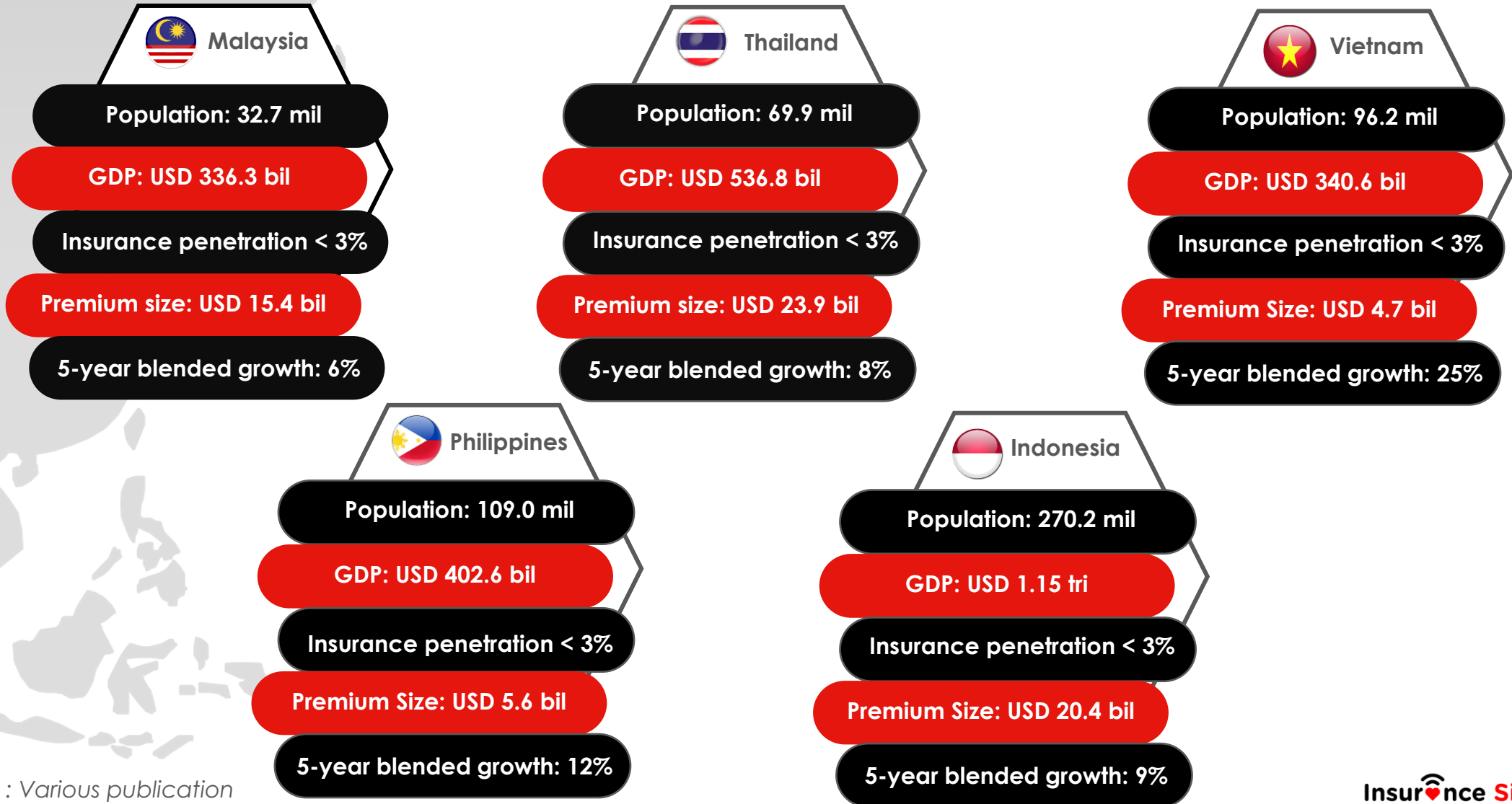
1. Higher than the Malaysian Financial Industry Average of 2.5

2. AirAsia Group has approximately 75 million customers



# ASEAN potential

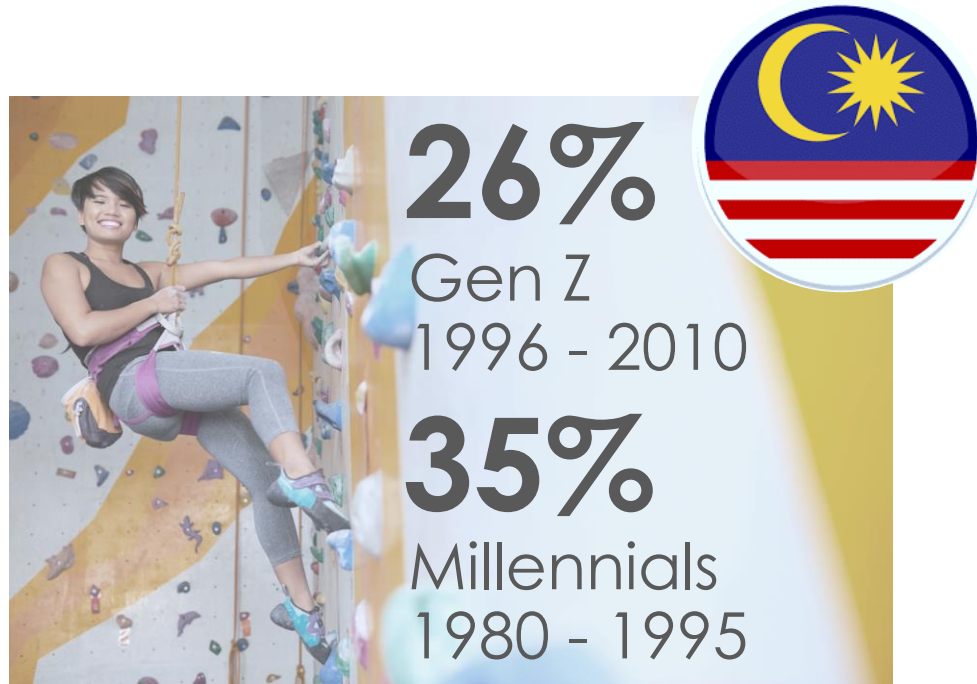
Combined market size of over 600 mil people





# The target **consumer segment**

Growing consumer share in Malaysia and Thailand. A segment we can't afford to ignore.



*\* Inclusive of mobile phone, clothing, cosmetics, electronic devices, handbag, watch/ornaments*

**73%**



Malaysian  
online shoppers  
are aged 18-34

**56%**



Proportion of  
Malaysian internet  
users in their 20s  
and 30s

**25%**



Annual income  
spent on "must-  
have items" by Thai  
millennials

**1st**



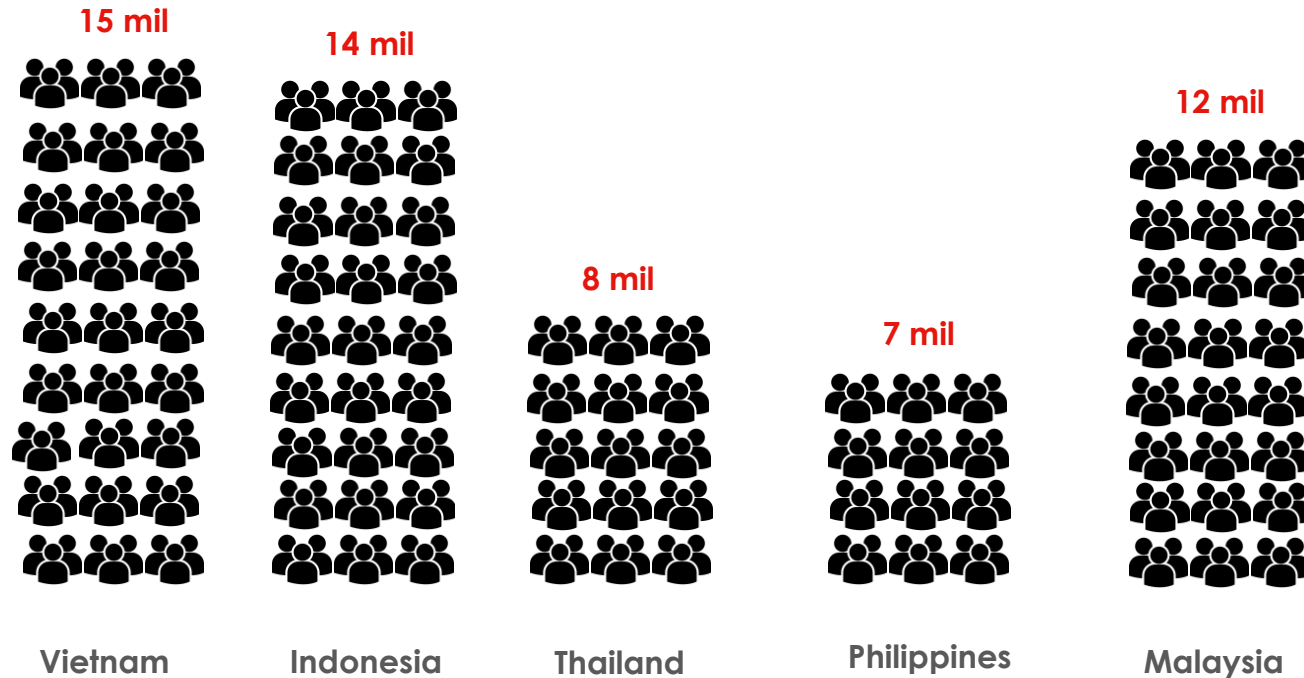
Mobile phone is  
ranked no. 1 under  
the "must-have  
items" spending by  
Thai millennials

# Covid-19 on **ASEAN digital adoption**

Accelerated digital transformation. This is the new norm



ASEAN young online audience (18-35 years)



Vietnam

Indonesia

Thailand

Philippines

Malaysia

**85%**

tablet users want complementary content on 2nd device (Nielsen)

**55%**

mobile users say apps impact the purchase decision (Comscore)

**90%**

of our media consumption is now screen based (google)

5 years of digital adoption was achieved in a single year

**83%**

of Malaysians were digital consumers by 2020

**96%**

are accessible via smartphones

**36%**

are new consumers to internet economy services

**92%**

of new consumers will continue to use digital services post Covid-19

Sources: E-economy SEA2020, Facebook & Bain: Digital consumers of tomorrow, here today

# What **matters most** to them?

Similar traits observed amongst millennials



01

Mobile  
Phones



02

Travel



03

Health



# Our strategic direction

Guiding us over the next 3 years



**1** Build an insurance company that people LOVE

**2** Utilise AirAsia & other Lifestyle partnerships ecosystem

**3** Build an ASEAN based insurer

## 3 KEY PILLARS

3 KEY PILLARS	HealthLifestyleSME				
	Target market			Sum insured < RM5 mil	
Product proposition	Bite-size		Value for money	Add-on or bundled options	Simplified / modular products
	Channel strategy		Affinity driven	Partnerships ecosystem	Direct-to-consumer
Tech enablement	Digital claims management		Straight-through processing	AI/ML Hyper-personalisation	Easy instalment payment option

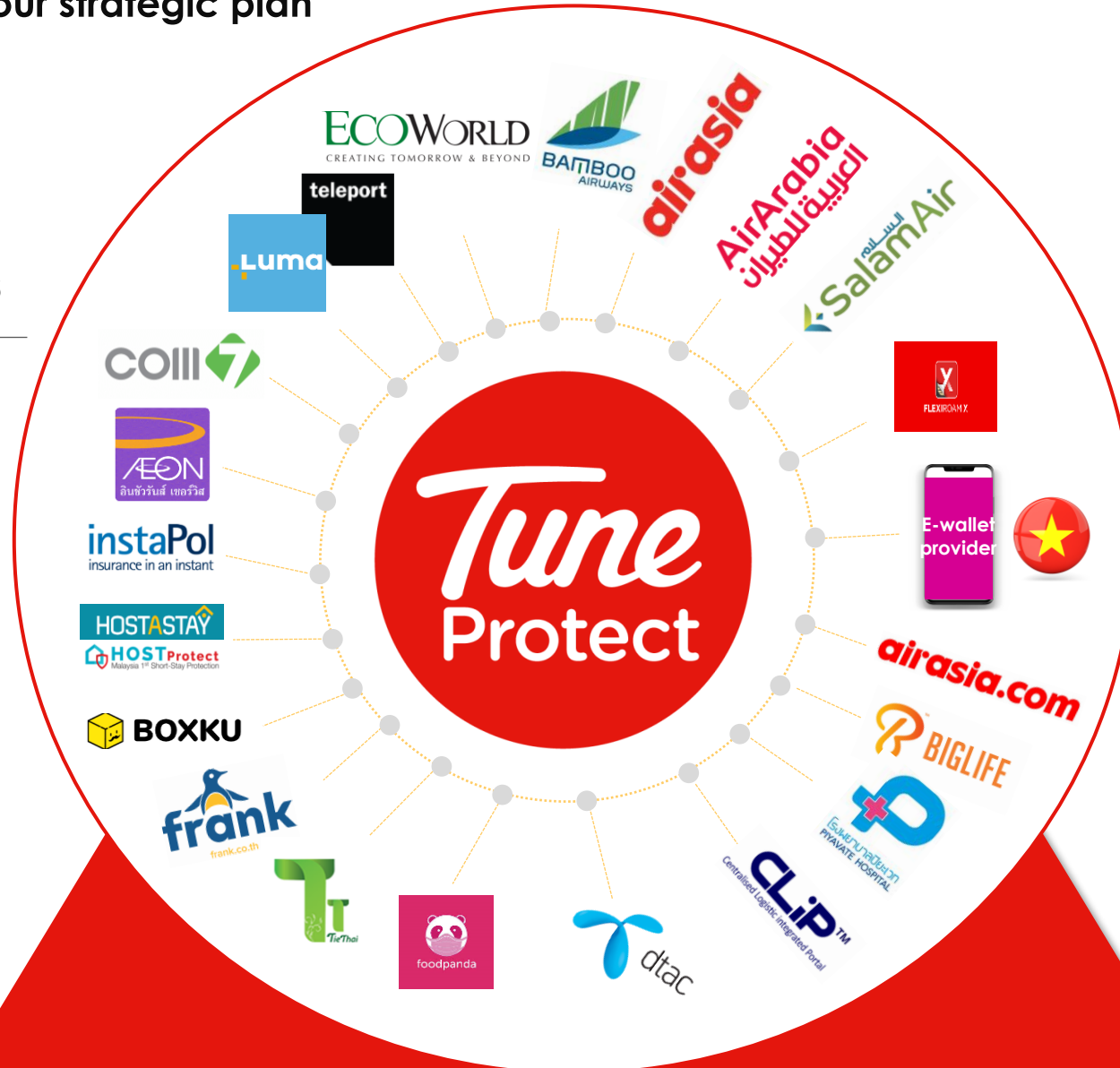
# Our diversified list of partners

A critical component of our strategic plan



**42** Affinity & digital partners

**4** Exclusive airline partners



## Diversified

- Airline
- Property
- Super app
- E-commerce
- Delivery
- Rides
- Telco
- E-wallet
- Loyalty programme
- Health tech
- Logistics
- Online broker

and more...

# White Label – our insurtech proposition

A highly scalable platform which has supported up to 50k sales on a peak day



## Pre-Covid-19...

Our solution  
protects

> 30,000

travellers  
per  
day on  
average



Insurance  
protection

~11 million

system  
issuance  
in  
2019



Network

60

countries



APIs

+400,000

quotes  
per  
day



# Why White Label is a **key differentiator** for us?

A one stop centre powering technical solutions on local partner sourcing, underwriting & reinsurance services

Open **Digital Architecture**  
**Scalable**



**Open API**  
**Customer & partner**  
**stickiness**



**Agile**  
**Cloud Native**



**Open Source**  
**Cost savings**



Configurable IT



Modularised & Decoupled  
**B2B and B2B2C**





# Marz: A proprietary **insurtech** platform

A product, pricing and underwriting engine which also offers sales management capabilities



**Restructure** travel and PA  
into one



**Agility** in new product  
and service creation



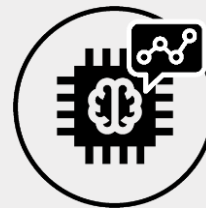
**Hosting agnostic** ready for  
cloud and on-premise



**Platform play** modular  
and co-create with  
partner



**AI /ML embedded** into  
one platform



**Omnichannel** ready,  
ability to ingest any  
channel

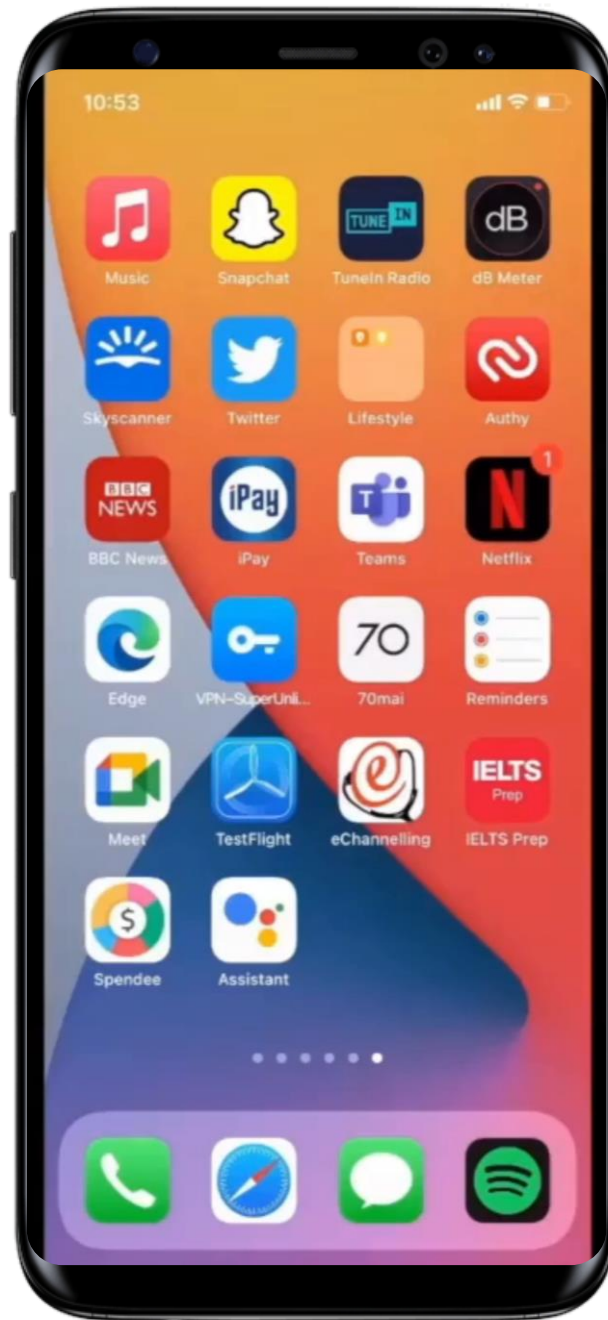


# Our tech caters to **various partners** across **multiple distribution channel**

Developed inhouse, the asset is owned by Tune Protect



# Video demo



# Our leadership team

We have the right mix of talent pool to drive our strategic agenda



## Executive Committee



**Rohit Nambiar**  
Group CEO



**How Kim Lian**  
Group CFO



**Prasanta Roy**  
Group CTO



**Koot Chiew Ling**  
Chief – IR &  
Strategic Projects



**Yap Hsu Yi**  
Chief – People &  
Culture



**Janet Chin**  
Chief Partnership &  
eCommerce Officer



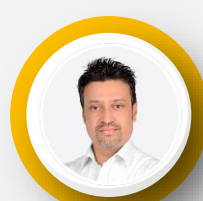
**William Foo**  
CEO, TPM  
Group SME Leader



**Normah Baharom**  
Principal Officer, TPR  
Group Lifestyle Leader



**Ben Assanasen**  
CEO, TPT  
Group Health Leader



**Arijit Munshi**  
CEO, TP EMEA  
Group Travel Leader



**Mohd Yusof  
Hafiz Mohamad**  
Chief, Governance



**Frederick Hegner**  
Regional Health,  
General Manager



**Hans-Joachim  
Zimmermann**  
Chief Underwriting Officer



**Pramod  
Misran**  
Head, Data Analytics



# Our leadership credentials

A home-grown Malaysian brand with a multinational team equipped with deep industry expertise & experience



## Years of Experience

>200 combined years of experience

## Market Experience

- ASEAN
- The Middle East
- Hong Kong
- North & Latin America
- Africa
- India

## Areas of Expertise

- Deals & Restructuring
- Commercial partnerships
- Corporate governance
- Cultural transformation
- Technical excellence
- AI / Big Data
- Cloud / Digital
- Digital Marketing

## Industry Background

- Financial institution
- Technology
- Airlines
- Leisure
- Consulting
- Telco
- Regulatory
- FMCG



# We are an **ESG-driven organisation**



50%

Sustainability driven by Diversity (timeline 2023)



50%

Sustainability element in processes & policies



By **2021**



Net Promoter Score as a measure of success



Charity & sustainability elements in products (2021)

Commitment to the environment

**Zero** paper organisation for all in control processes by **2021**

**Zero** coal in terms of underwriting and investments by **2030**

# Recognition from driving the sustainability agenda

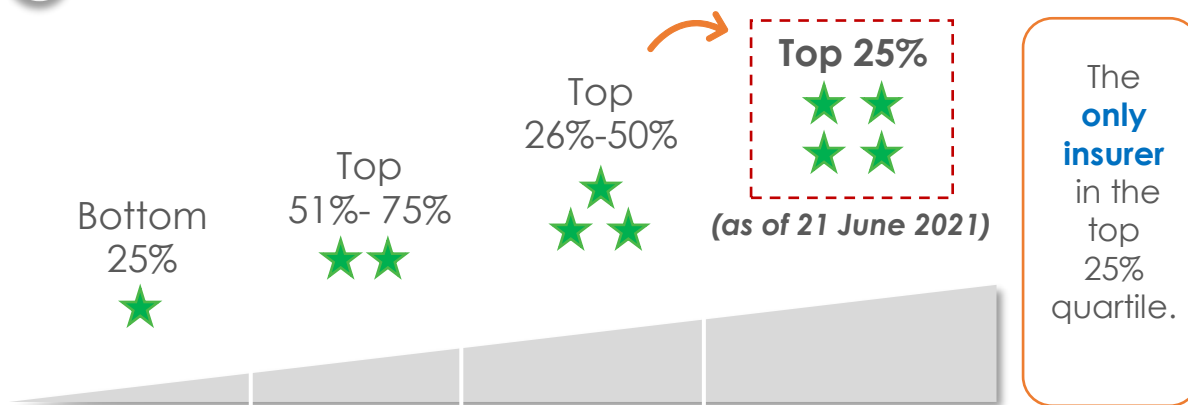
A journey to eventually be inducted as a FTSE4Good constituent

## 1 FTSE4Good ESG Rating (5.0 points max)



Consistently improving our score over the years.

## 2 FTSE4Good ESG Grading Band



Based on ESG Ratings of PLCs assessed by FTSE Russell & Index Constituents report published by Bursa Malaysia.



## 3 MSWG-ASEAN Corporate Governance Award 2020

- Excellence Award for CG Disclosure
- Industry Excellence Award

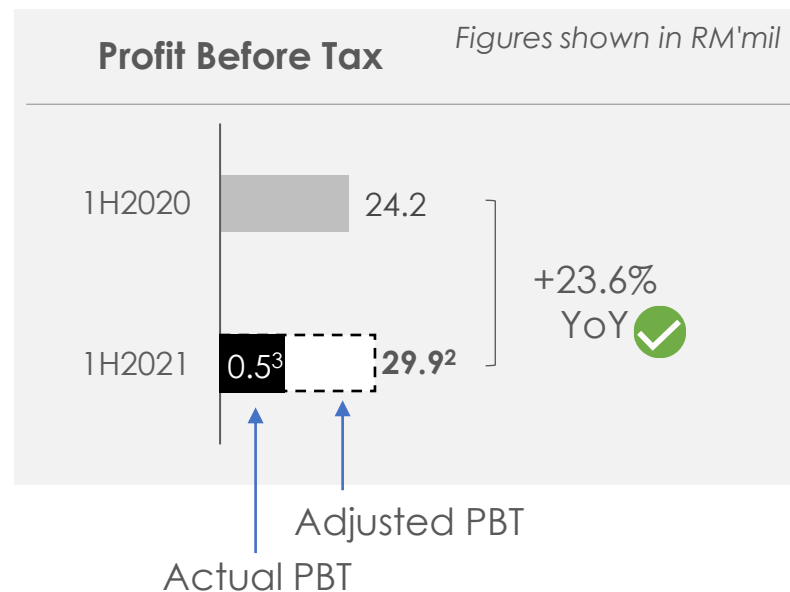
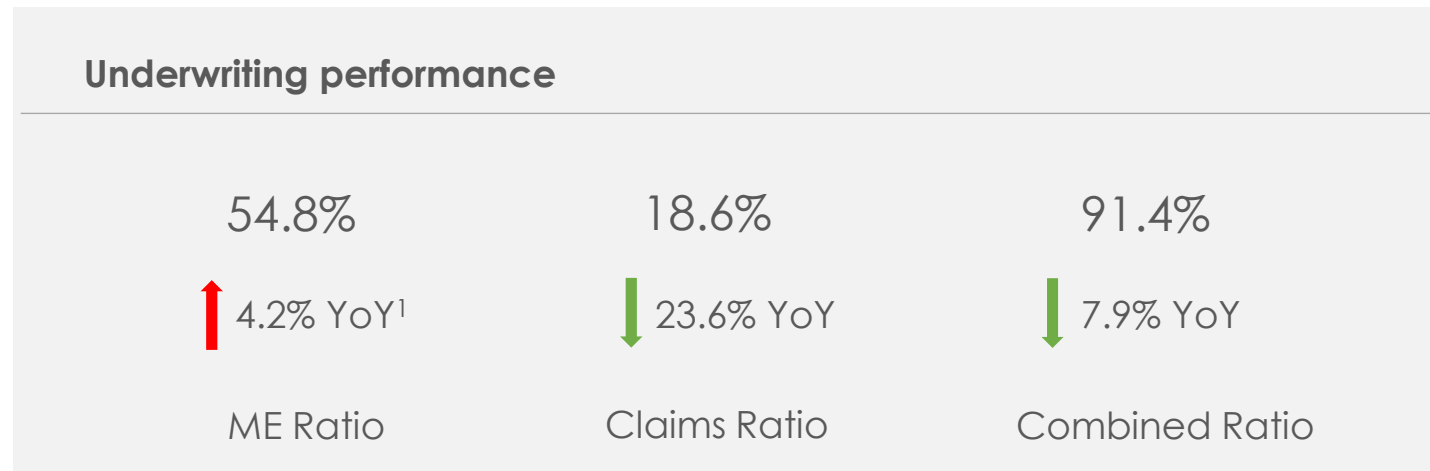
## MSWG-ASEAN Corporate Governance Award 2019



- Excellence Award for CG Disclosure
- Merit Award for Most Improved CG Disclosure

# 1H2021 performance

Gross written premium in 1H2021 just shy of RM3.1 million vis-à-vis 1H2019 pre-COVID. Core business improved on the back of higher net earned premium and better claims experience



Notes:-

1. Increased fee for EMEIA business profit sharing with JV partner (Cozmo/AirArabia).
2. Adjusted PBT could have grown by 23.6% YoY if we assume similar investment income as 1H2020.
3. Actual PBT impacted by RM19.5 mil fair value losses in 1H2021 in tandem with market volatility from US quantitative easing tapering speculation.



# How we define success by 2023



- **Retention** upwards towards **70%** in all LOB
- More **efficient** organisation on a **ratio** basis
- To **evolve** our **tech arm** as a **profit** centre
- To grow our **ASEAN** presence
- **Mobile first** company
- To be among **NPS leaders** in our **preferred market**
- To be an **employer of choice** among insurers for **millennial talents**
- To be inducted as a **FTSE4Good** constituent

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# THANK YOU

## About Tune Protect Group

Tune Protect Group Berhad (Tune Protect or the Group) is a financial holding company listed on the main market of Bursa Malaysia. Aspiring to be an ASEAN-based lifestyle insurer that everyone loves, Tune Protect aims to simplify consumer experience with best-in-class products and technology that complement their lifestyle needs. With its tagline "Insurance Simplified", Tune Protect offers an array of affordable protection plans to suit individual, SME and corporate needs via its insurance, reinsurance and marketing arms in Malaysia, Thailand and the United Arab Emirates. Tune Protect has established a strong foothold in the travel, lifestyle, health and digital insurance space globally with presence across more than 60 countries through strategic partnerships with local underwriters in these markets.

For more information on Tune Protect, visit their website at <https://www.tuneprotect.com/> or email us at [IR@tuneprotect.com](mailto:IR@tuneprotect.com)

